

LIFE



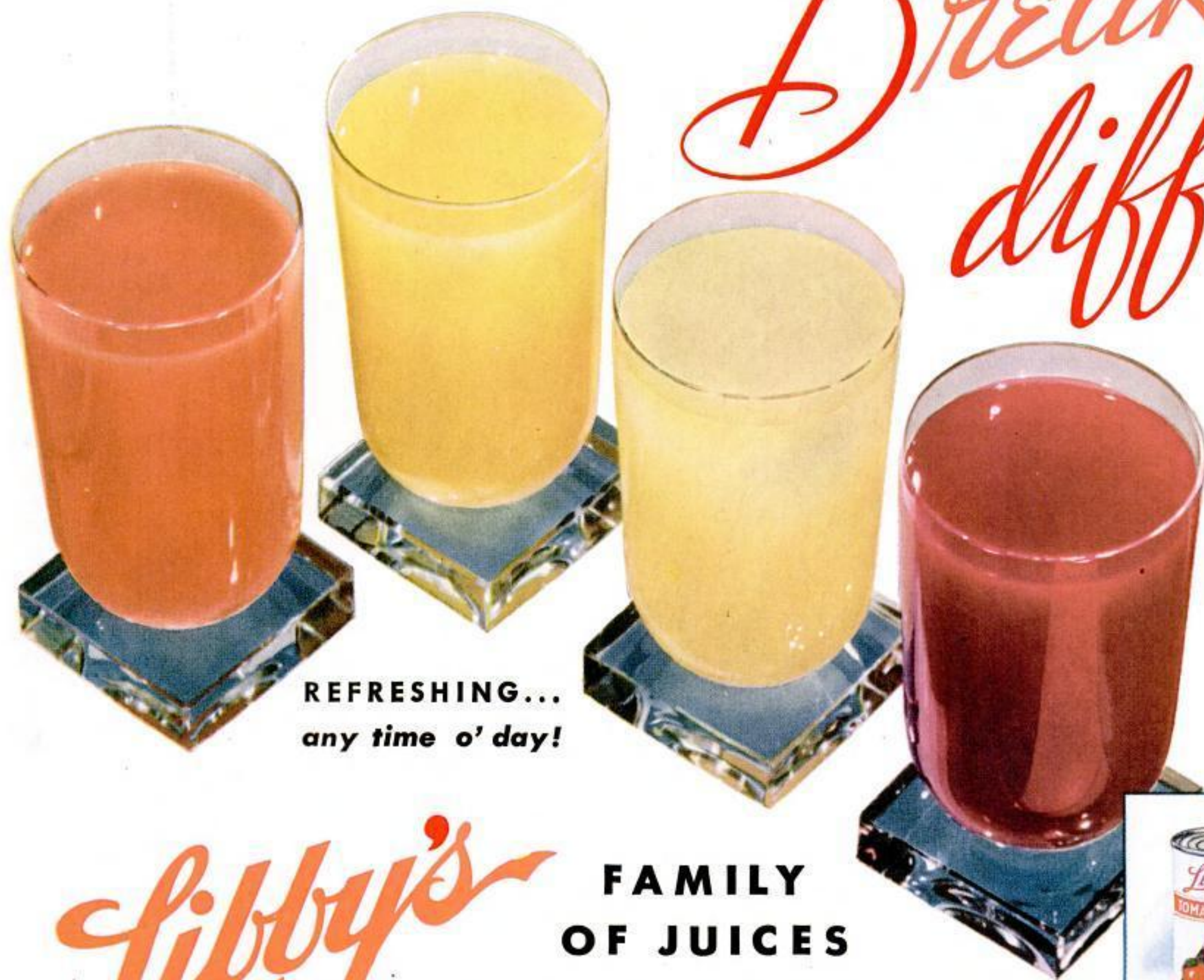
BRITAIN'S WARLORD

APRIL 29, 1940 **10** CENTS



JUST OPEN A CAN AND

Breakfast is different!



**REFRESHING...
any time o' day!**

For cheerier breakfasts, make your menus different with Libby's Family of Juices! You can serve a different kind of juice for four consecutive mornings. Each kind so good the family will find it hard to pick a favorite. Each kind *table-ready* to save you time and trouble. There's

GRAPEFRUIT JUICE with a wonderful fresh flavor; rich in Vitamin C. Libby packs it sweetened or unsweetened.

TOMATO JUICE that's pressed from prize tomatoes a special Libby way. An excellent source of Vitamin C.

PINEAPPLE JUICE from Hawaii; unsweetened juice with the natural tang. A good source of Vitamin C.

LOGANBERRY JUICE sweetened some with sugar syrup. Surprise your family with its glowing rose-red color, its perfectly glorious flavor!

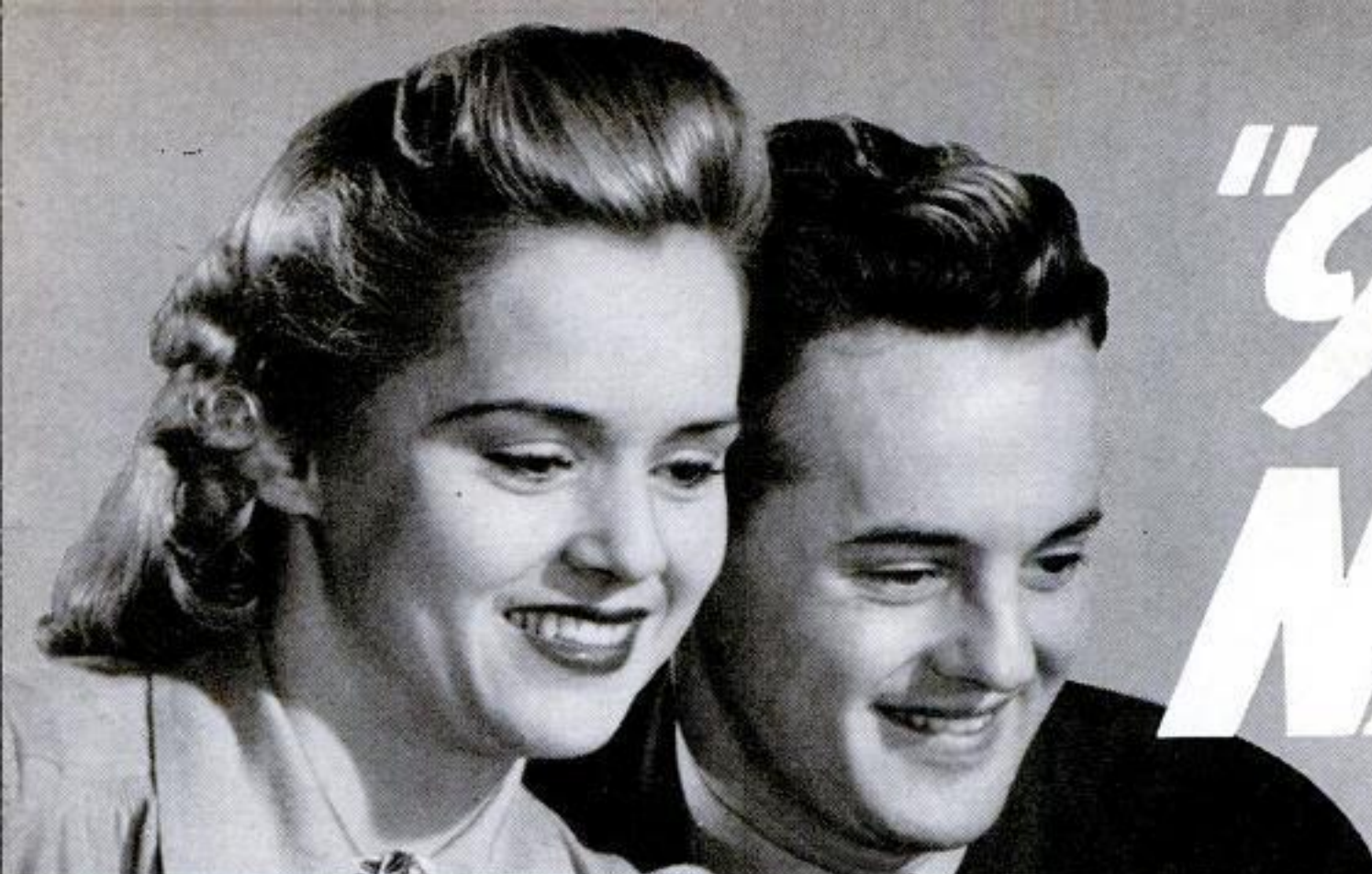
For breakfast—and for dinner, lunch, and between meals, too—enjoy the variety of Libby's Family of Juices. You'll like their convenience and their economy . . . most of all, you'll like their refreshing flavors.

Libby's

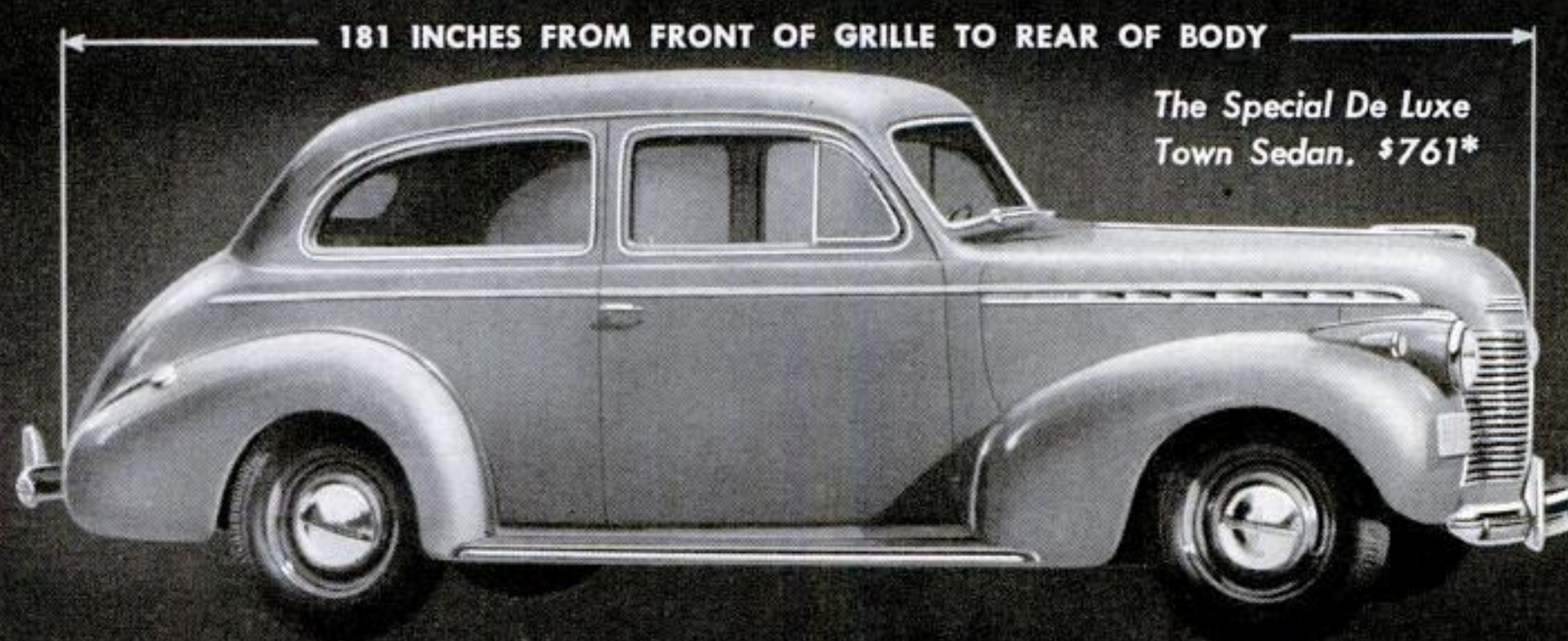
**FAMILY
OF JUICES**

EXTRA SPECIAL RECIPE BOOK—Mary Hale Martin's collection of her favorite new recipes; 96 pages, charmingly illustrated. Now offered for 10¢ and 3 labels from any Libby's Foods. Address Dept. LM-5, Libby, McNeill & Libby, Chicago.





"It's a NATURAL!"



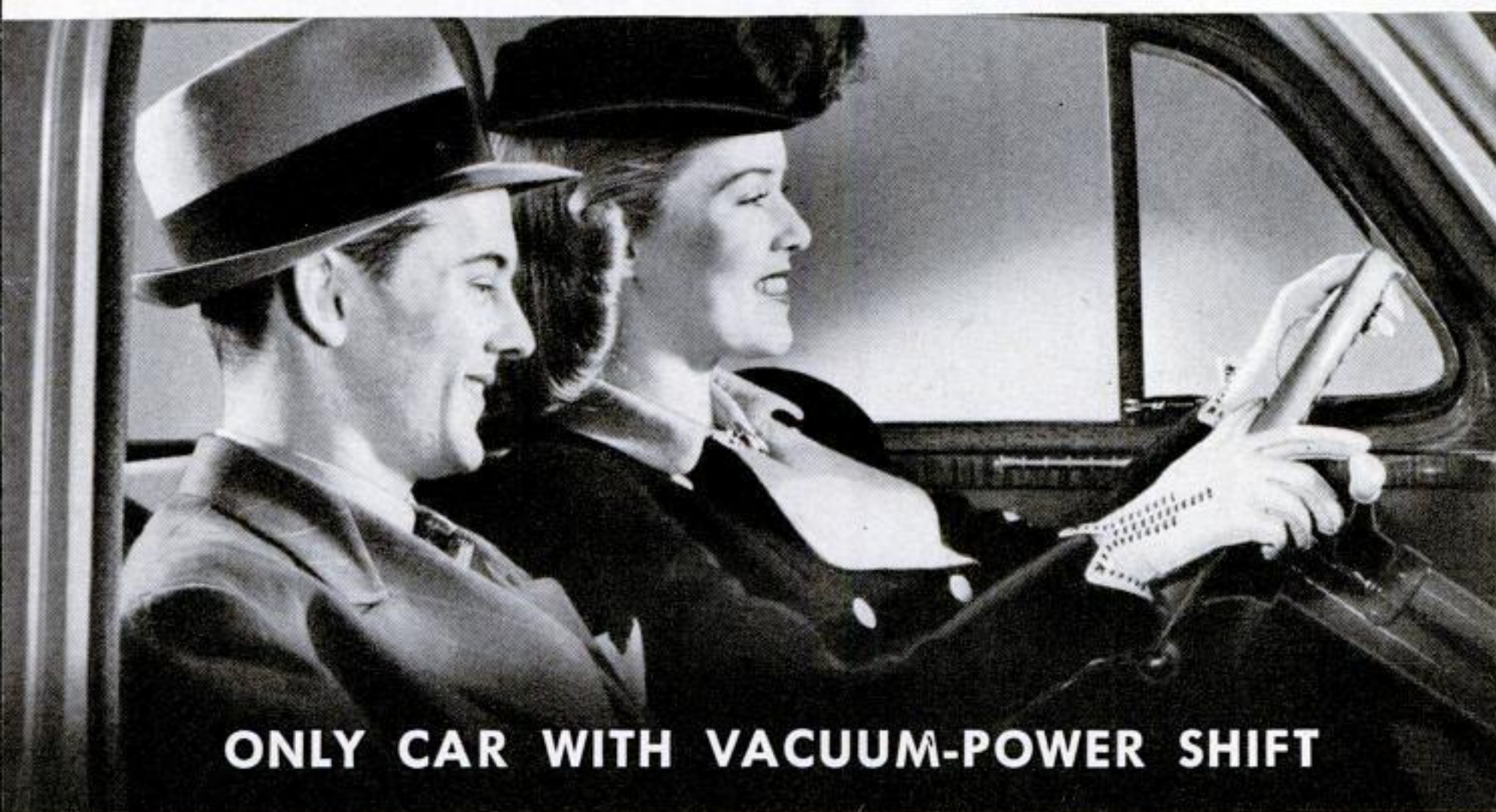
181 INCHES FROM FRONT OF GRILLE TO REAR OF BODY

The Special De Luxe
Town Sedan. \$761*

AMONG LOWEST-PRICED CARS
"THE LONGEST OF THE LOT"

Eye It!

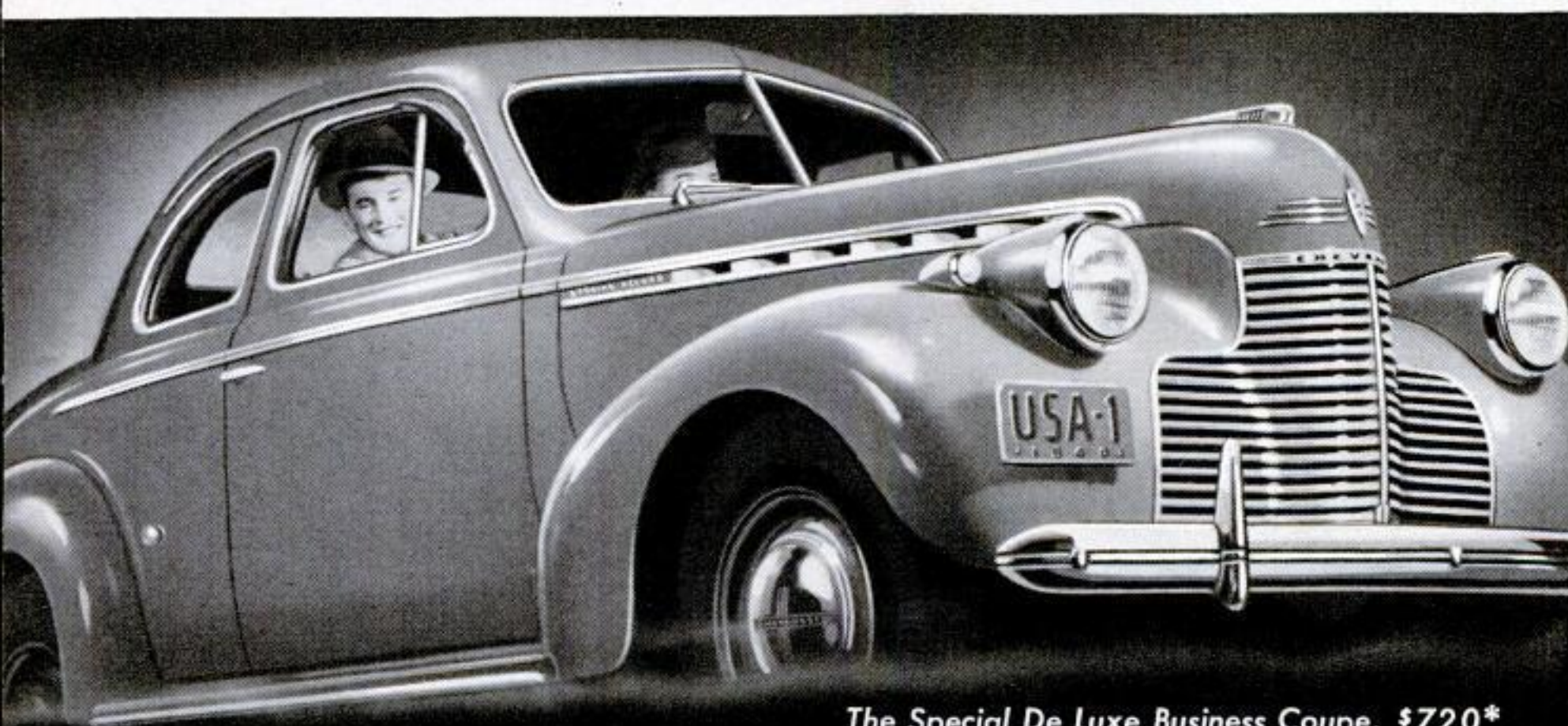
You have only to *eye* this new Chevrolet with its smoothly modeled Body by Fisher and smartly streamlined "Royal Clipper" Styling to know that it's the most *beautiful* car of the year . . . that it's the *longest* of all lowest-priced cars . . . and that it's also the most *luxurious* car in the low-price field, with item after item of de luxe equipment at no extra cost!



ONLY CAR WITH VACUUM-POWER SHIFT

Try It!

You have only to *try* the new Chevrolet to know that it *out-accelerates*, *out-climbs* and *out-performs* all other low-priced cars . . . that it's the *easiest* car to drive, because it alone has the Vacuum-Power Shift, which supplies 80% of the gearshifting effort—*automatically* . . . and that it's also the *easiest-riding* car in its price range—the *only* car with "The Ride Royal★"—the smoothest, safest, steadiest ride known!



The Special De Luxe Business Coupe, \$720*

OUT-ACCELERATES and OUT-CLIMBS THE FIELD

Buy It!

You have only to *buy* a new Chevrolet to know that it gives the greatest all-round satisfaction at the greatest all-round saving . . . and that this is why it's *out-selling* all other makes of cars for the ninth time in the last ten years!

★ On Special De Luxe and Master De Luxe Series.

\$659

MASTER 85 BUSINESS COUPE
Other models slightly higher

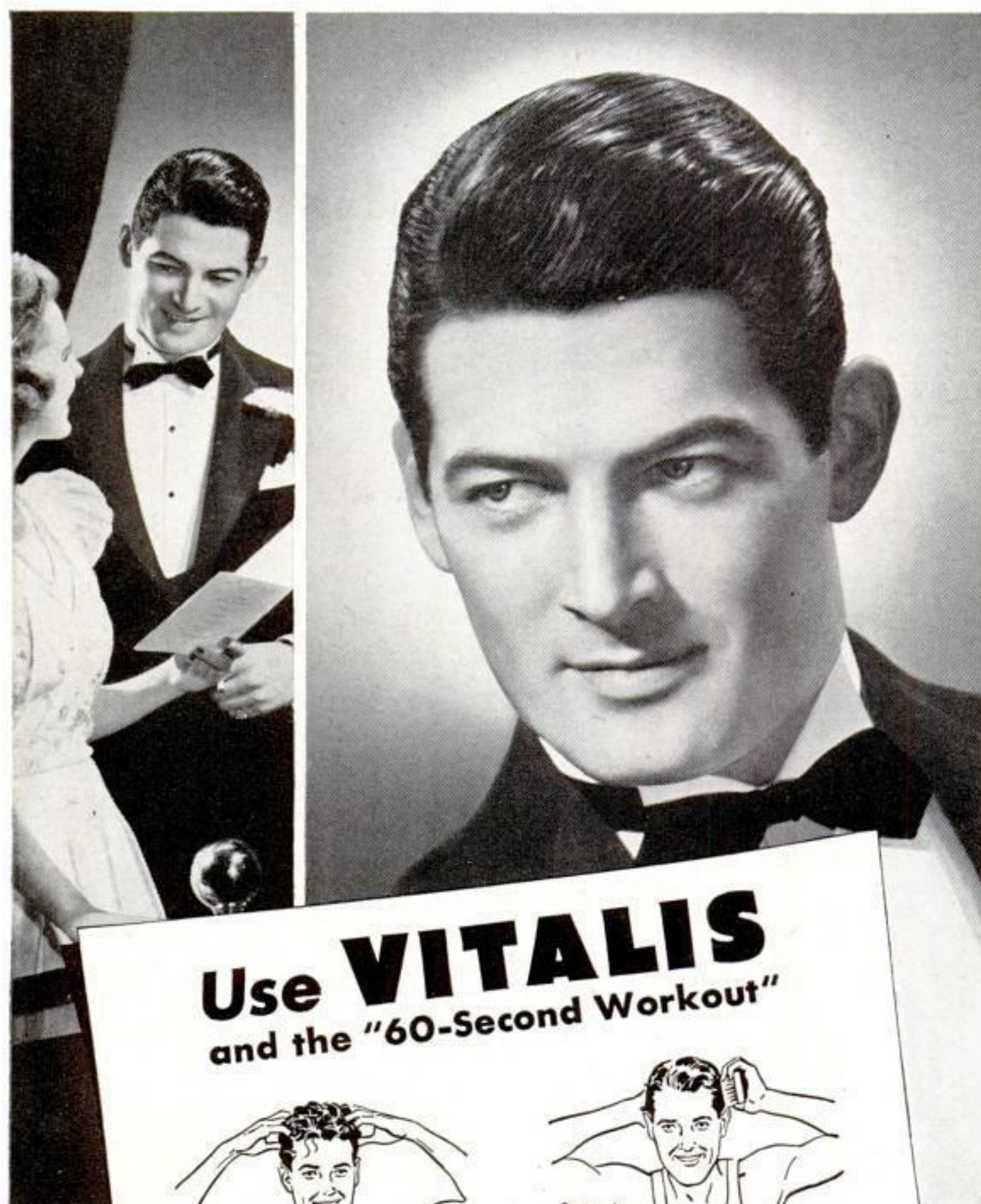
*All models priced at Flint, Michigan. Transportation based on rail rates, state and local taxes (if any), optional equipment and accessories—extra. Prices subject to change without notice.

"CHEVROLET'S FIRST AGAIN!"

CHEVROLET MOTOR DIVISION, General Motors Sales Corporation, DETROIT, MICHIGAN

Copyrighted material

Good-looking Hair is an Asset in any Man's Career!



Use VITALIS and the "60-Second Workout"

- 1 50 Seconds to Rub—Circulation quickens—flow of necessary oil is increased—hair has a chance!
- 2 10 Seconds to Comb and Brush—Hair has a lustre—no objectionable "patent-leather" look.

GOOD-LOOKING hair adds the crowning touch to a man's appearance. It wins swift approval from everyone you meet. For good-looking hair says "here is a man who takes rightful pride in his grooming." Yes and a man who knows the importance of Vitalis and the "60-Second Workout".

Thousands of men keep their hair neat and handsome with Vitalis and the famous "60-Second Workout". Just massage Vitalis briskly on your scalp. Feel the pleasant tingle as sluggish circulation speeds up. Your tight scalp becomes free and flexible. You rout unsightly, loose dandruff—help prevent excessive falling hair. Then the pure vegetable oils of Vitalis supplement natural scalp oils—overcome dryness. Comb your hair... see how

lustrous it looks—how neatly and firmly it stays in place. And notice there's not a single trace of that objectionable "patent-leather" look.

Get a bottle of Vitalis from your druggist today. Start right now to make Vitalis and the famous "60-Second Workout" a regular daily habit. And remember, whether socially or in business, good-looking hair is an asset in any man's career, so keep your hair lustrous and handsome always!

Ask Your Barber

He's an expert on the care of scalp and hair. For your protection in the barber shop—genuine Vitalis comes only in sanitary, individual Seal tubes. Next time you go to the barber's, insist on Vitalis Seal tubes.

VITALIS

HELPS KEEP HAIR HEALTHY AND HANDSOME!

LETTERS TO THE EDITORS

Tattooing

Sirs:

In your April 15 issue I notice with interest the picture of Mary Mathews—the tattooed girl at the country carnival. This is most interesting to me as I am also 14 and my father and brother have tattooed on my body several pieces that are beautiful. The first was worked on the calf of my left leg, a small butterfly, when I was 10 years old. Since then, they have tattooed eleven more pieces. Now I have a beautiful vase of roses on my chest, a large butterfly on each shoulder, a rose in bloom on each knee and numerous small pieces on arms and legs.

Tattooing is truly a beautiful work of art and unfortunately a neglected one. I am proud of mine and it is the one thing that always will be mine.

PEGGY MARTIN

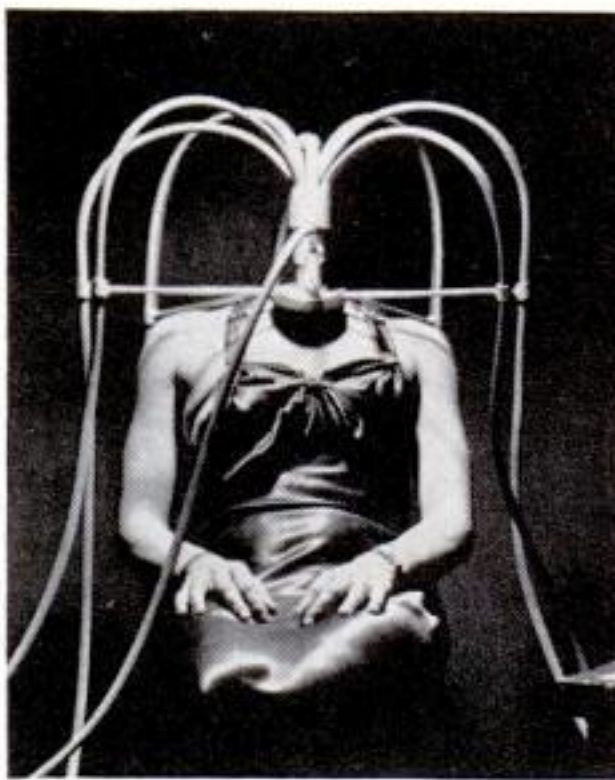
Spokane, Wash.

Headless Girl Exposed

Sirs:

I have just read your latest issue and was delighted to see the picture, together with the explanation of the illusion.

The exposé committees of all the magical organizations including the International Brotherhood of Magicians and the Society of American Magicians



HEADLESS GIRL @ \$150

will immediately adopt a resolution to taboo LIFE.

We sell the whole outfit, less the girl, for anywhere from \$150 up depending on how much of a sucker you are.

So when the letters come, and when the committees show up to deplore this dastardly act against magicians in general, I too will be in the doghouse with you, but being a magician I am sure that I can make my escape, even though I leave behind the head of the Headless Woman.

DAVID H. BROWN

Member of Exposé Committee
Ring 10, I. B. M.
Springfield, Mass.

Turkey

Sirs:

That was an excellent article on little-known Turkey (LIFE, April 8). My path there in 1932 did not cross that of a single other foreign traveler in four months' tramping. The people of the land, far from being barbaric, have many copy-worthy traits.

Arrested as an unknown in the Troad, I was escorted to the village mayor's house by two unkempt but kindly soldiers. The mayor excused himself for being unshaven and ordered coffee for us. He managed to hold me three days on pretense of investigating my passport (which he could not read), during which time we discoursed of the pitiable world, and spent many hours searching for Greek inscriptions in the neighborhood. He was sad at my leaving and sent two soldiers to guide me the next ten miles.

Their courtesy is unmatched in my

(continued on p. 4)

Believe It or Not! by Ripley

INSURANCE
FROM A
\$250,000⁰⁰
FIRE
RECOVERED BY A
15¢ BOTTLE OF INK!

Cash January 1937
Date 1937
4 Inc + Dis 1504 1713 3390
5 Inc + Dis 5447 2842
6 Inc + Dis 948 948
7 Inc + Dis 1928

VOLUNTARY STATEMENT
FROM MILWAUKEE, WIS., STORE OWNER
"WHEN OUR WATER-SOAKED RECORDS,
WRITTEN IN PARKER PERMANENT
Quink, WERE RECOVERED FROM THE
RUINS OF THE \$250,000⁰⁰ FIRE HERE,
THE FIGURES STILL STOOD OUT CLEARLY
AND COULD BE READ VERY EASILY.
Quink HELPED US ESTABLISH OUR
FIRE LOSS AND RECOVER INSURANCE."

THIS
MIRACLE
INK
Parker
Quink

TWO KINDS—PERMANENT AND WASHABLE
ACTUALLY CLEANSES A
PEN AS IT WRITES—A PARKER
OR ANY OTHER PEN. AND—

PERMANENT Quink
EQUALS OR EXCELS
GOV'T
SPECIFICATIONS
IN
8 WAYS:

1. WATER-RESISTING
2. NON-CLOGGING
3. ANTI-FADING
PROVED BY POWERFUL
FADOMETER.
4. DRIES 31% QUICKER
THAN AVERAGE
5. CORRECT FLOWING
6. ANTI-CORRODING
PROVED TO THE
ACCURACY OF
1,000,000THS
OF AN OUNCE
7. NON-MOLDING
GOV'T SPEC.
INK
8. ANTI-DEPOSIT-FORMING

RICH, BRILLIANT, NEVER WATERY,
NEVER GUMMY. GET Quink AT ANY
STORE SELLING INK AND YOU'LL BE
MY FRIEND FOR LIFE.
Believe It or Not!
Robert L. Ripley

MADE BY THE PARKER PEN CO., JANESVILLE, WIS.



• The heroic stand of Finland against her mighty neighbor is vividly told in the 1940 Britannica Book of the Year.



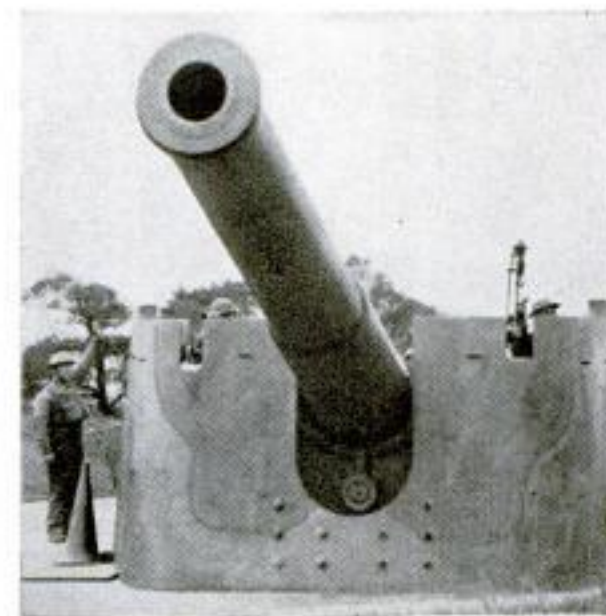
• The Maginot, Siegfried and Mannerheim lines — the "underworld" of the war — are analyzed for you by experts.



• The hand-shake that shook the world. What forces shaped this meeting? The 1940 Book of the Year will tell you!



• Hitler's undersea menace, contact mines. These and all other devices for conducting modern war are described.



• Britain is ready! The dramatic story of an empire preparing to fight for its life. Told in the 1940 Book of the Year.

HOW MUCH DO YOU REALLY KNOW ABOUT THIS WORLD WAR?

1940 Britannica Book of the Year gives you the complete, authoritative story of this crucial year in our times

Headlines are not enough — for a sound, *working* knowledge of this World War you need *background*! Such a background of information as only *Encyclopaedia Britannica* experts can give you.

And here it is — in one indispensable volume, for only ten dollars! The 1940 Book of the Year vividly recreates 1939, the key year of the century. In its pages the full, dramatic story of the War unfolds; you hear the echoes of the drums that rolled at Munich, then the tumult and the shouting over Danzig, the protracted war of nerves; a bomb explodes in Poland — and the war is on!

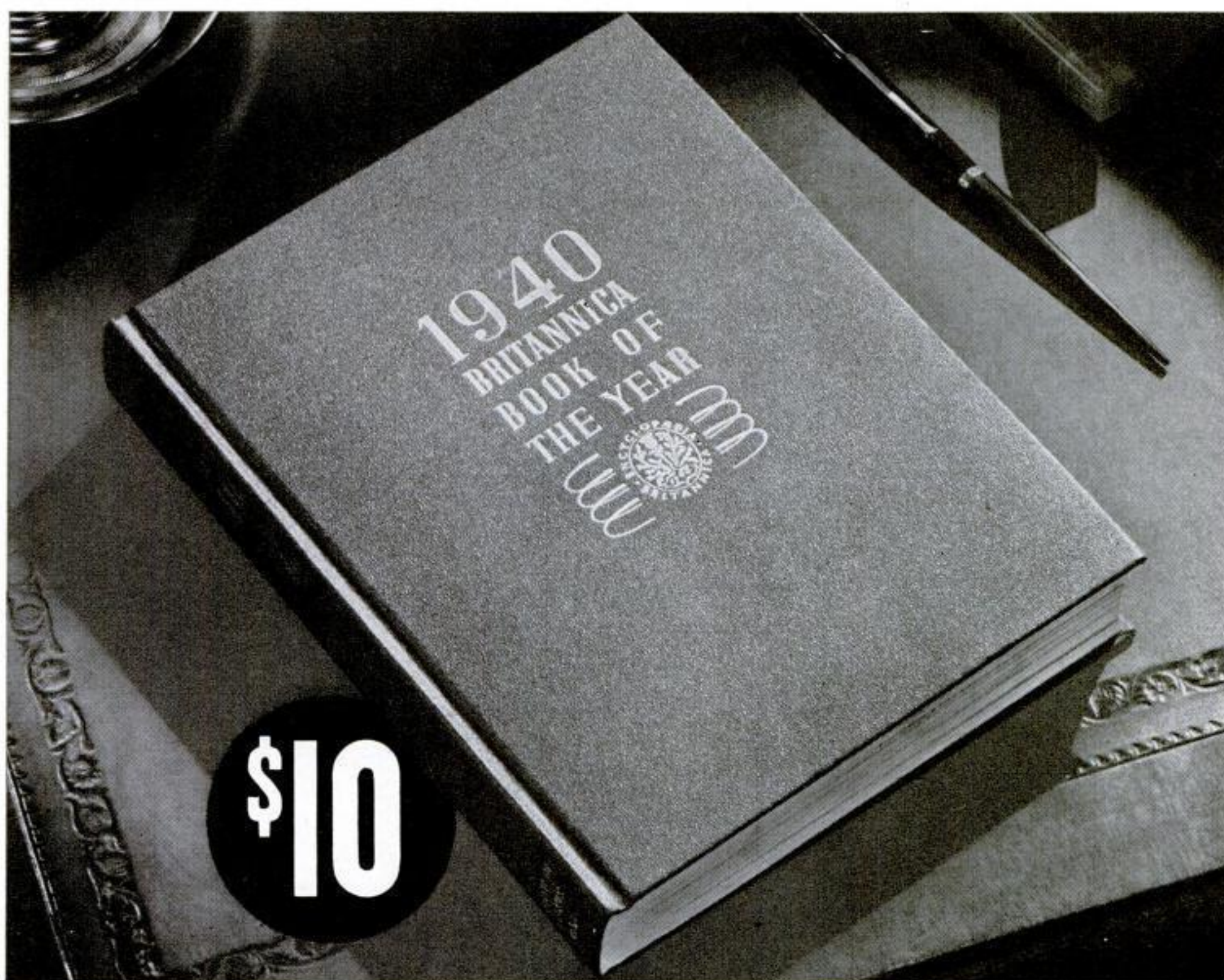
Graphically, accurately, *honestly*, every phase of the tremendous conflict is set down by famous Britannica contributors.

Britannica Book of the Year is published annually by *Encyclopaedia Britannica*. More than a year-book, it is a living record of our changing world. Achievements in all branches of human activity — politics, art, literature, science, industry and sport — are chronicled in this one big volume.

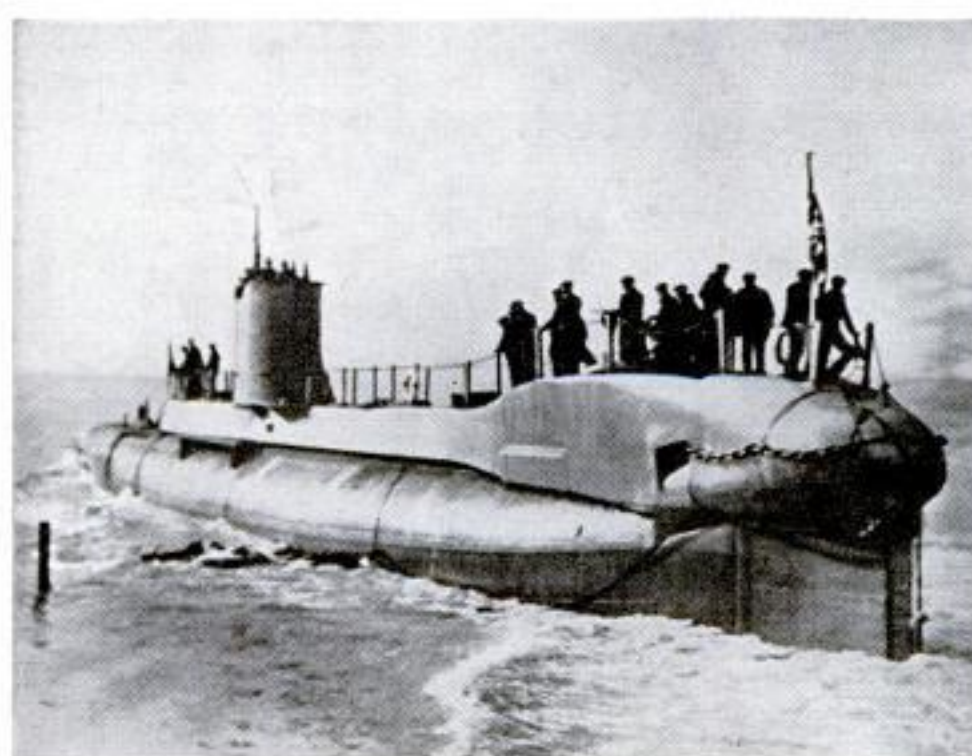
You owe it to yourself to keep well abreast of these momentous times. There is no better way to do it than to join the thousands of intelligent, alert Americans who find the Britannica Book of the Year a necessary part of their lives.

On sale at all good book stores, or write direct to Encyclopaedia Britannica, Inc., 20 North Wacker Drive, Chicago, Illinois.

ENCYCLOPAEDIA BRITANNICA



• 1940 Britannica Book of the Year, annual publication of Encyclopaedia Britannica—500 famous contributors, 400 dramatic pictures, 768 large pages. (Volume size 8½" x 11½".) Large type, handsome binding — an important book about an important year.



• Submarines are shaping history. Can England maintain her blockade? The future of the world may lie in the answer.



• The war, thus far, is largely a marine war. Encyclopaedia Britannica's naval experts bring you accounts of big engagements.

This One



"MUM'S a paying habit even if you are selling steel girders!"



**"I use Mum," says Mr. Charles McCrory
of the David Smith Steel Co. "Socially or in business
there's just no excuse for perspiration odor."**

"SURE, I use Mum! Selling steel girders is a highly specialized job! It's entirely different from selling diamond solitaires or first editions. But there's one thing we salesmen have in common—we meet people. And the quickest way to freeze a prospect is to be careless about perspiration odor.

"No man can afford to offend that way and no man gets very far who does. And because you can offend with perspiration odor and never know you're guilty—I play safe and use Mum."

* * *

That's good advice—and thousands of men are following it. Play safe—use Mum. A dab of Mum under each arm after your shower takes only 30 seconds, and you veto perspiration odor for hours. Remem-

ber—a bath only cares for *past* perspiration, but Mum prevents risk of odor to come—makes your bath last longer!

Mum can't harm your shirts... won't irritate your skin... prevents underarm odor without attempting to stop the perspiration itself.

The chances are your wife, your sister or your mother is using Mum right now as the safe, sure way of guarding against perspiration odor. Don't borrow—get Mum at your drug store today. Carry into all of your contacts, business or social, the confidence that you won't offend.

MUM

takes the Odor out of Perspiration

[Socially or in business — Play safe with Mum!]



That glorious morning shower takes care of yesterday's perspiration—but Mum prevents odor to come—carries on where your bath leaves off.



Family, friends, people you meet in business like you better when you avoid risk of underarm odor with Mum. You even like yourself better!

LETTERS TO THE EDITORS (continued)

experience. You enter a village at nightfall after a hard day's traveling. The chief citizen takes you silently to his house. He orders a pallet and a washbasin. The silent, timid wife pours water over your hands (still water is surely contaminated to them). All that they have to eat is brought you, and unless you broach the talk, the host respects your weariness by remaining silent. Offers to pay for your lodging only dismay them.

ALEXANDER MALEY
Chicago, Ill.

Sirs:

In your photographic essay on Turkey, why didn't you tell about the betrayed Armenian?

The Turks began to migrate from Central Asia during the 4th and 5th Centuries, long after the rise and fall of the Hittite kingdoms. They were Mongolic hordes that brought plague and destruction to the kingdoms of Asia Minor (not culture). It was the Armenian who felt the brunt of this Mongolic hell-fire, savage hordes that sapped the strength of a small people. It was the land of the Armenian that they settled on—their art, culture, past, they accepted as their own to embellish their indolence. It is the land of the Armenians that they now possess, only through betrayals, force and massacres. Their name has replaced the Armenian, and the glorious past of Armenia has become theirs. God knows this, and all the great powers that betrayed her.

Is it not enough what the Armenian has endured that LIFE portrays these heathens as cultural, energetic people—the Turk who waved the banner of doom (their sword and crescent) over the entire Christian world? Have the British forgotten? Has the world? Or do they trample on the sorry past of the Armenian because he is poor and incapable of propaganda, because he cannot rise to shout the injustice to the heavens?

May truth and justice prevail. May God have mercy on those who are ruled by others' laws.

ARCHIE MINASIAN
San Francisco, Calif.

● LIFE's story concerned itself with the modern Turkish nation, not with the minorities that once made it up. Actually, until modern times, the Armenians and Turks lived side by side in peace. In the last quarter of the 19th Century, the Armenians became the pawns of the Russians and English in their intrigue for power. They were taught a new doctrine of nationalism, which called forth the natural suspicions of the sultan, who started rounding up and slaughtering all the Armenians he could catch.—ED.

Sirs:

I read with great interest the article on Turkey (LIFE, April 8).

But while you were at it, why couldn't you be just and give credit where credit is most due—to the Armenians?

And in all fairness and justice, why not mention that all of what you designate as Turkey today in your map of April 8 was the proper boundary of the once ancient Armenian Empire even before the Greeks, even before the Romans, even before the Turks!

And can you deny the fact that were it not for occidental intrigue we Armenians would not have been cheated out of our native land, butchered, massacred, raped and outraged by the honorable Christian nations—Christians only in name.

MELANIE ASLANIAN
New York, N. Y.

● Miss Aslanian was born of Armenian parents in Turkey. She is a graduate of Boston University and has an M. A. from Columbia. Last year she

(continued on p. 6)

4 OUT OF 5 BEWARE OF GINGIVITIS



EVEN YOUNG FOLKS MAY BE VICTIMS!

Gingivitis is attacking *thousands* throughout the nation. Watch out if your gums bleed and are tender, sore or irritated. These may be signs of Gingivitis, an inflammation where gums join the teeth which, IF NEGLECTED, often forewarns of ravaging Pyorrhea. Only your dentist can help Pyorrhea and it's wise to see him every 3 months for tooth and gum inspection. THEN—

At home you can help guard against Gingivitis the following easy way:

How 95% Cases Improved in 30 Days

Recent Clinical Investigation showed over 95% of Gingivitis patients wonderfully improved in just 30 days—simply by brushing their teeth and massaging their gums twice daily with Forhan's Toothpaste—the ORIGINAL toothpaste for massaging gums.

And Forhan's—the effective formula of Dr. R. J. Forhan for cleaning teeth and massaging gums—not only cleans dingy teeth to their "natural" brilliance but ALSO helps remove acid film that so often starts tooth decay. Start using Forhan's Toothpaste to-day—note the difference! 39¢ and 19¢ at drug and department stores. Week-end size at 10¢ stores.



**FREE →
50¢ GUM MASSAGER**

Send empty carton from 39¢ size tube Forhan's Toothpaste to Forhan's, Dept. C-7, New Brunswick, N. J., and receive this wonderful 50¢ Gum Massager FREE.

You're looking at Two "Miracles" in watchmaking!

Gruen Curvex With the exclusive and patented Gruen Curvex movement curved both top and bottom to fit the smartly curved wrist form case, here is one of the two most important inventions of this generation in fine watch design. All Gruen Curvex watches have this unique curved movement, which is based on the well known and accepted principle that large, rugged parts contribute to the long life and accuracy of a watch. See the new Gruen Curvex models today.



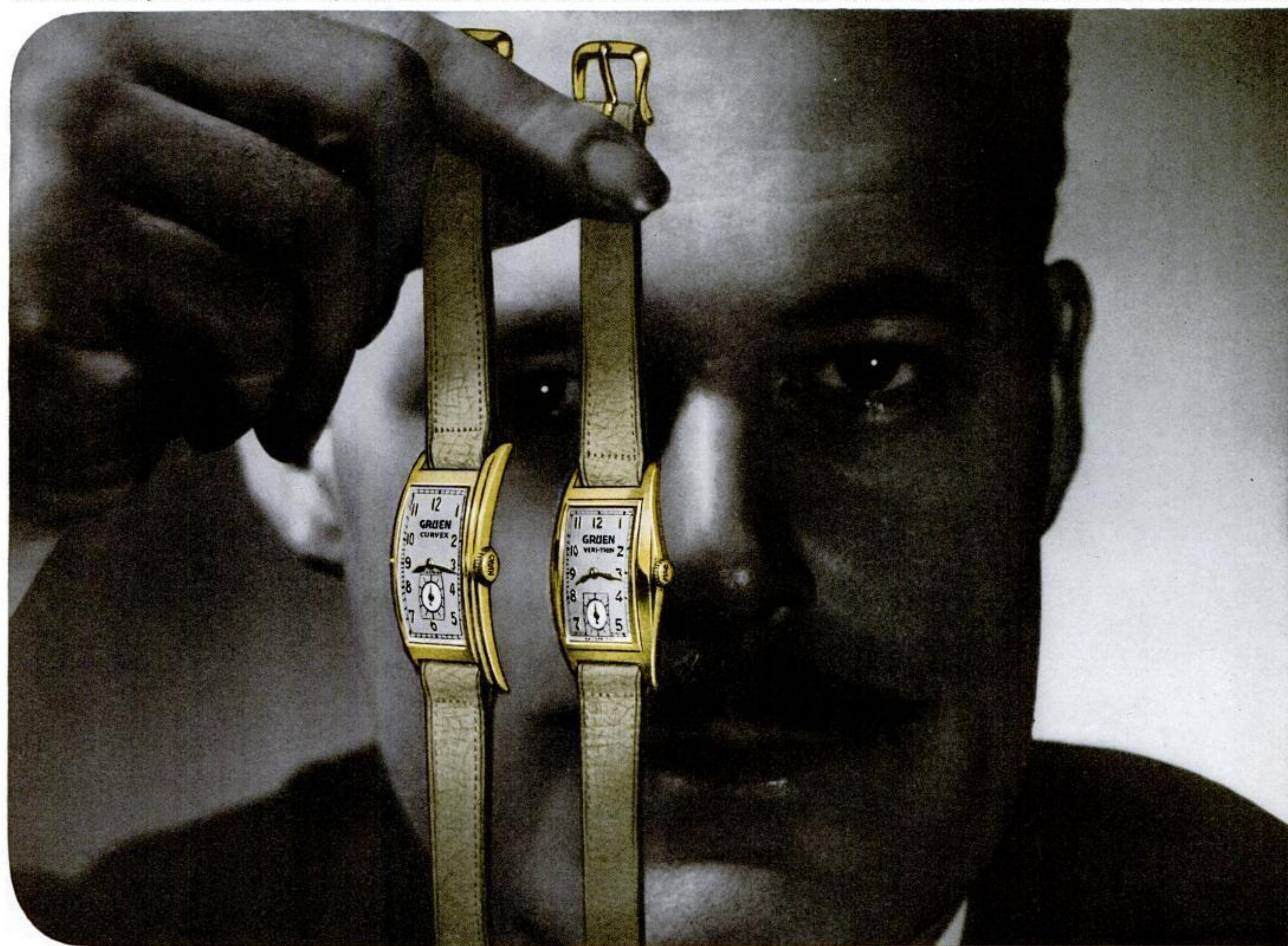
Model Illustrated at Left—CURVEX CADET, 17 jewel Precision movement, yellow gold-filled case with pink or silver dial. \$47.50

Gruen Veri-Thin The thinnest wristwatch ever made to sell at popular prices, experts have called the Gruen Veri-Thin the most revolutionary wristwatch of all time. The large, sturdy parts of the exclusive, patented Gruen Veri-Thin movement are ingeniously arranged so that the watch can be made nearly 50% thinner at sides and ends. This new, ultra-smart thinness has created a brilliant new trend in wristwatch styling. See the new Gruen Veri-Thin models today.



Model Illustrated at Right—VERI-THIN ARROW, 15 jewel movement, yellow or pink gold-filled case, Guildite back. \$29.75

Other Gruen models from \$24.75 to \$250; with precious stones, up to \$2500. Write for folder: The Gruen Watch Company, Time Hill, Cincinnati, O., U.S.A. In Canada, Toronto, Ont.



COPYRIGHT 1940, THE GRUEN WATCH CO.

GRUEN

The Precision Watch

GIFTS FROM YOUR JEWELER
ARE GIFTS AT THEIR BEST

**MIRACLE NO. 1
GRUEN CURVEX***

THE PATENTED CURVEX* WAY

Only the Patented Gruen Curvex movement is curved both top and bottom to fit the wrist form case. The Curvex construction assures pocket watch accuracy, ruggedness and long life.

THE OLD WAY

An ordinary flat movement inside a curved case.

*Reg. U. S. Pat. Office. Patented U. S. Patent Nos. 2,352,953, Re. 23,680, Canadian Patent No. 379,997. Copyright 1940 by The Gruen Watch Company.

**MIRACLE NO. 2
GRUEN VERI-THIN***

This diagram shows how the full-size, rugged working parts of the Veri-Thin* movements are brilliantly arranged to fit completely within the thin, curved case without sacrificing accuracy or dependability. By this ingenious arrangement of the wheel-train, it is possible to slope the case downward on both ends and sides for extreme thinness and streamlined styling.

*REG. U. S. PATENT OFFICE
PATENTS PENDING



VERI-THIN STAR, 15 jewels, yellow, white or pink gold-filled case. \$29.75

CURVEX COUNTESS, 17 jewel Precision movement. Yellow, white or pink gold-filled case. \$42.50

Watch shown on wrist—CURVEX DUCHESS, 17 jewel Precision. Yellow, white or pink gold-filled case. \$49.75

**"IN THIS NEW BOOK, DR. MERRICK
HAS PERFORMED A GREAT SERVICE
TO DOG OWNERS!"**

Says
**Dr. L. A. Merillat, Executive
Secretary of the American
Veterinary Medical Association**



**SEND IN FOR
YOUR COPY NOW!**

The makers of **Pard** offer
you this invaluable dog
manual for only 25¢ and
3 **PARD** LABELS—
in advance of publication

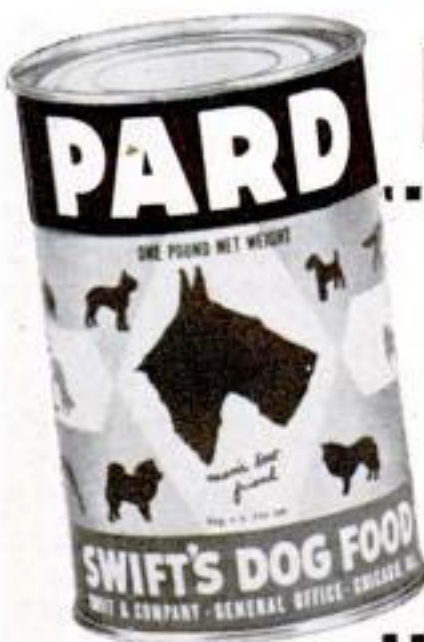
● Already this complete dog manual, written by a well-known veterinarian, is solving problems for dog owners everywhere. And there's still time for you to get your copy—if you act promptly. For only 25¢ and 3 labels from cans of **Pard** this practical, interesting dog guide is yours. But remember this: after June 15th "How to Own a Dog and Like It" will be available only in book departments and stores at standard book prices! So, send in now!

The Book and Its Author

Such puzzlers as how to select your dog, train him, feed him, care for his ailments—these and many others are

thoroughly covered by Dr. Merrick. Written in non-technical terms, it makes interesting reading. Dr. Merrick is grounded as few men are in the problems of dog ownership. Distinguished is his career as a scientist in veterinary medicine . . . in bacteriology . . . in pathology . . . as a Government veterinarian. Dr. Merrick's practical experience has led him to his present prominent position—that of director and owner of one of our most modern, most successful small-animal hospitals.

Get his book—take advantage of **Pard**'s sensational offer now while there's still time! **USE COUPON BELOW!**



**PARD . . . SWIFT'S NUTRITIONALLY
BALANCED DOG FOOD**

COUNTRY LIFE PRESS, GARDEN CITY, NEW YORK. Dept. L-3

I enclose 25¢ and labels from 3 cans of **PARD** Dog Food. Please send me, postpaid, my copy of "How to Own a Dog and Like It".

Name Address

Dealer's Name City State

(This offer good in the U. S. A. only—expires June 15, 1940)

LETTERS TO THE EDITORS

(continued)

traveled around the U.S. giving interpretative readings of religious plays. Says a Hollywood interviewer of her: "She is a born and incorrigible idealist. Emotional, sensitive and proud, she is bound to feel much more deeply the brutal facts of the material world about her than the great majority of placid mortals."—ED.

Not Married Twice

Sirs:

In your story on me you say that I was married twice. Just for the record, I was married only once, and I expect to remain married to Shelley, the sweetest gal in the world, for the rest of my life.

ROBERT PHILIPP

New York, N. Y.

● It was not Robert, but Shelley who was married twice.—ED.

Air Transport

Sirs:

Heartiest congratulations on your article on U. S. air transport (LIFE, April 8)! LIFE deserves the highest praise for printing it. May March 26, 1939, go down in history as the last time a passenger was seriously injured on scheduled airlines!

ERLON JOHNSON

Buffalo, N. Y.

Sourpusses

Sirs:

Oh, Mr. LIFE Photographer! Whatever did you do to those poor, dear Ryan cadets (LIFE, April 8)? Are you still alive, I wonder? Most of them look like harmless little boys who have



RYAN CADETS

just been severely reprimanded, and are about to burst into tears, but I'll wager there are some among them who would not hesitate to pounce upon you, and with fiendish glee tear you and your camera limb from limb.

Honest, though, I never did see, in one picture, such an assortment of sourpusses.

MADGE NICHOL

Victoria, B. C., Canada.

Black Cloud over Europe

Sirs:

So the American Youth Congress (LIFE, Feb. 26) think they've got tough problems to face, do they?

Here's an idea of what the average young Britisher has on his plate at the time of writing (April 1).

If he isn't in the fighting forces already, he very soon will be. He will be ordered to kill young Germans, against whom he has no personal quarrel whatsoever.

On the other hand, if he dares to register as a conscientious objector, he is despised and rejected by all. His friends sneer at him; his workmates make life hell for him.

(continued on p. 8)

Cool Shaves

**"drive out" razor
STINGS AND TERRORS**



If your morning shave leaves your face hot and stinging, you're a candidate for Ingram's cooling, soothing, quicker shaves!



Mister, my soothing lather is really different! It's COOL—purposely planned cool—to help condition your face for shaving as it wilts those wiry, die-hard whiskers!



Yes, sir! All the time you shave you feel that bracing Ingram's coolness... as billowing brushfuls of creamy lather help you get the cleanest, closest, most comfortable shave you ever had!



Switch to Ingram's today—for cooling, soothing, quicker shaves. Your face feels refreshed for hours... looks smoother, more attractive. Get the tube or jar—both give you the same economical cream!

**INGRAM'S
SHAVING CREAM**

IN TUBE OR JAR



For You and Your Baby ..Three good food ideas!

1 Baby's First Solid Food!



Every one of us mothers knows how important it is to have baby take kindly to his first solid food. And I must say that Gerber's Cereal Food accomplishes just that for me. My baby likes it so much that she eats quite eagerly. Naturally she gets important amounts of Vitamin B₁ and iron in which it is enriched. I find a good way is to just mix it with milk or formula (and it's ready to serve!). Older babies like it mixed with one of the strained fruits.

2 The day you put Baby on Canned strained Foods!



I'm sure that you will find baby's first canned strained foods a big event in your life. I know it was in mine. You will be quite confident about this change in diet when you know that Gerber's vegetables are home-grown under the supervision of Gerber's trained field men. Since there is no lengthy transportation, these vegetables retain their freshness and quality. And you know how much that means to baby.

3 Growing up to Junior Foods!



We have learned so much about what's good for baby that nowadays it is more than a hop, skip and a jump from strained foods to the regular family meals. My youngest is at this 'tween age and I give her Gerber's Junior Foods. They're prepared with the same scientific care as Gerber's Strained Foods. The price is the same. The size of the can is the same - no waste, no leftovers. When the doctor says to change, include a tin or two of Gerber's Junior Foods in your strained food order.

Mrs. Dan Gerber



Gerber's Baby Foods

Gerber's Dry Pre-Cooked Cereal Food



A tasty, nourishing cereal food developed specially for babies by dietitians. Enriched in the important iron and Vitamin B₁.

Gerber's Strained Foods

Apricot and Apple Sauce... Apple Sauce... Beets... Carrots... Cereal Green Beans... Liver Soup with Vegetables... Meatless Soup... Peas Prunes... Spinach... Vegetable Soup



Gerber's Junior Foods

Vegetable & Beef... Vegetable & Liver Creamed Potatoes... Chopped Green Beans... Chopped Carrots... Chopped Spinach... Apple-Prune-Tapioca Pudding... Pineapple-Rice Pudding



TWO NEW STRAINED DESSERTS: CUSTARD PUDDING AND PEAR-AND-PINEAPPLE

NATIONAL BABY WEEK
April 29 - May 4

A LOVE STORY told in sterling

1. If love makes the world go round, what a spin it must have had that day Stan Jones gave Nancy a special "Me to You" engagement present! For it was a start on their silver service. Plated ware? No indeed! They decided on solid silver...to start modestly and add as they could. (To show you how easy it is to start—even in International Sterling, there are 6-piece "Me to You" place settings for as little as \$16.75.)



So remember: Don't wait for "some day" to see your jeweler about International Sterling. See him today!



2. Now that they're married, does Stan ever fall from grace and forget an anniversary? How can he! For there's a pleasant little custom to be observed. Stan comes home with a very special package under his arm—a small addition to their International Sterling service. And although they started this solid silver service modestly, how it's growing!



3. And as the years roll along toward Stan and Nancy's silver anniversary, the wealth of International Sterling they've acquired will become priceless in sentiment and family tradition. You couldn't buy it from them for ten times its cost—for each piece will be a reminder of some great occasion they've shared.

INTERNATIONAL STERLING

Master Craftsmen for Five Generations.*



Prelude. As lovely and inspiring as Wagner's wedding music.



Enchantress. Equally at home in a simple or a lavish table setting.



Minuet. Its lovely lines were copied from a New England highboy.



Courtship. One of the new "between" patterns—admired for its simplicity and grace.

TUNE IN THIS SUNDAY—"SILVER THEATER," 6 P. M., E. D. T.—COAST-TO-COAST COLUMBIA NETWORK.
*Copyright, International Silver Co.

LETTERS TO THE EDITORS (continued)

What of the future? He sees the probability of Europe's being reduced to a shambles, millions dead, homes wrecked, famine and disease everywhere. And, like many who fought in the last war to end war, if he is one of the lucky ones, he will say "What good did it all do?"

Even if, as everybody hopes, this silly business is all over soon, the outlook is very black. All the arms works will cease production, and thousands will be thrown out of work. Taxation will maintain a crippling level for many years to follow. Fellows who married girls in the heat of wartime emotion, and left them with their parents while they themselves went to the war, will be faced with the problem of providing homes for their spouses.

So the problems of young Americans seem petty to us. They can look at the black cloud over Europe from a safe distance and dismiss their troubles with the words: "Thank God we're Americans."

PHILIP BECK

Evesham, Worcestershire, England

Yale Man

Sir:

I was interested in your comparison (LIFE, April 15) of the fate of Socrates with that of Bertrand Russell: "Socrates was forced to drink hemlock. Russell is booked to lecture at Harvard." As a Yale man I, of course, think the hemlock preferable!

PAUL F. BOLLER II

New Haven, Conn.

Valentino's Horse

Sirs:

I noticed in your April 15 issue a letter telling about the death of Anna, the mare used by Rudolph Valentino in *The Sheik*. I thought you might be interested in the pure-blooded Arabian stallion, Jadaan, ridden by Valentino in *The Son of the Sheik*.

In the early spring of 1926, Jadaan was loaned by W. K. Kellogg of Battle Creek, Mich., from his Arabian Horse Ranch near Pomona, Calif., to Rudolph



JADAAN AND VALENTINO

Valentino, who rode him in all the great desert scenes in that great picture.

Jadaan now is in his 25th year, and besides being a very marvelous sire still has the spirit and showmanship of his former days. When shown in the ring wearing the Valentino trappings, he is alert and shows all the pep of a colt.

SPIDE RATHBUN

Battle Creek, Mich.

Welles's Valet

Sirs:

It would be interesting to know if Summer Welles's English valet, Reeks (LIFE, April 8) is an American citizen. It just didn't strike me as being diplomatic. Maybe I'm wrong.

R. G. KENT

Palmdale, Calif.

● Reeks has applied for American citizenship, is now attending naturalization school.—ED.



"Daddy caught the train"

"Use to be—when we had those old clocks—Daddy missed the train 'most every morning. But since we got our new Telechron electric clocks, he's always on time. And they always tell the same time too."



RESOLUTE is a grand new design for people who love the sea. In gold-colored metal, it is priced at only \$5.95. All Telechron clocks are powered by the famous self-starting Telechron motor.



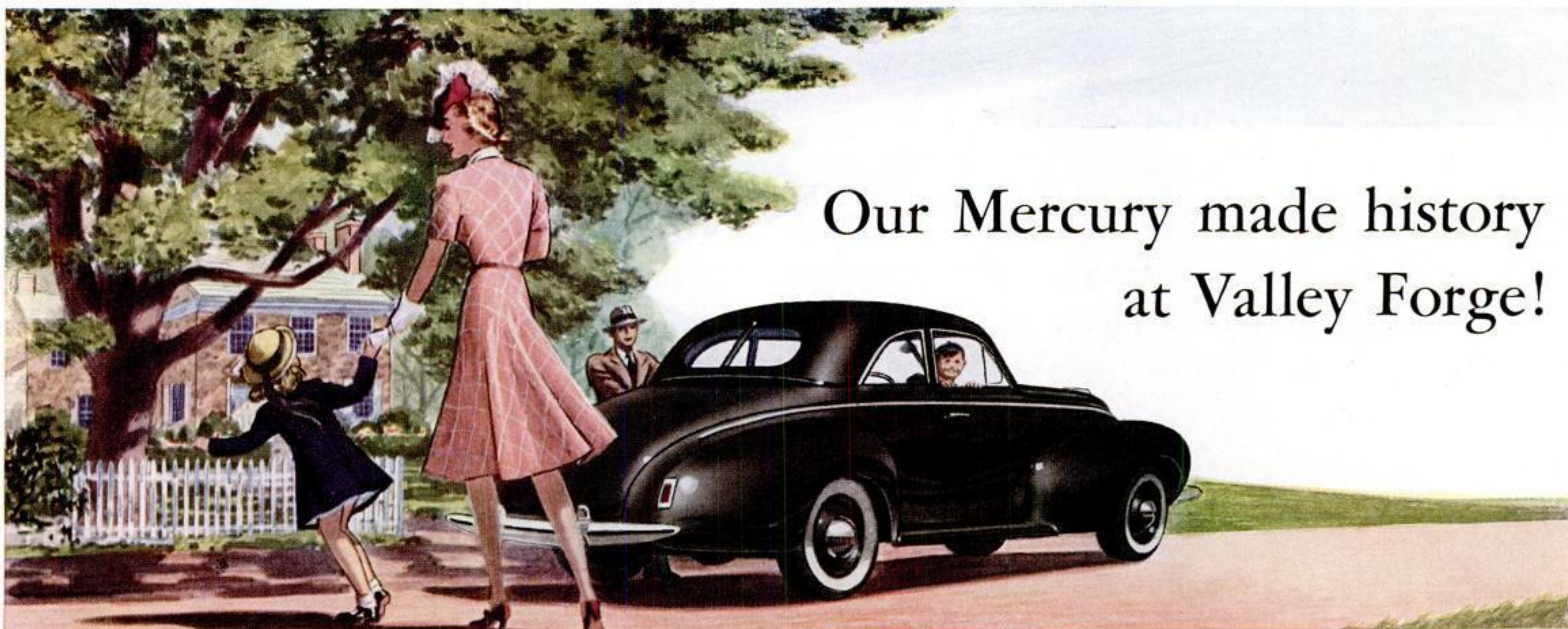
NEW TELALARM is a graceful alarm in a silver-colored case with black plastic band and base. Quiet and accurate. Modestly priced at \$4.95. Talisman, the same design with translucent, electrically illuminated dial, is \$5.95. Gold-colored case with brown band and base, \$1 more.



PHARAOH is a strong, simple design that is ideal for a desk, table or mantel. The mahogany case has vertical side inlays. Priced at \$9.95. Telechron clocks, priced from \$2.95 to \$17.50, are sold by leading dealers everywhere.

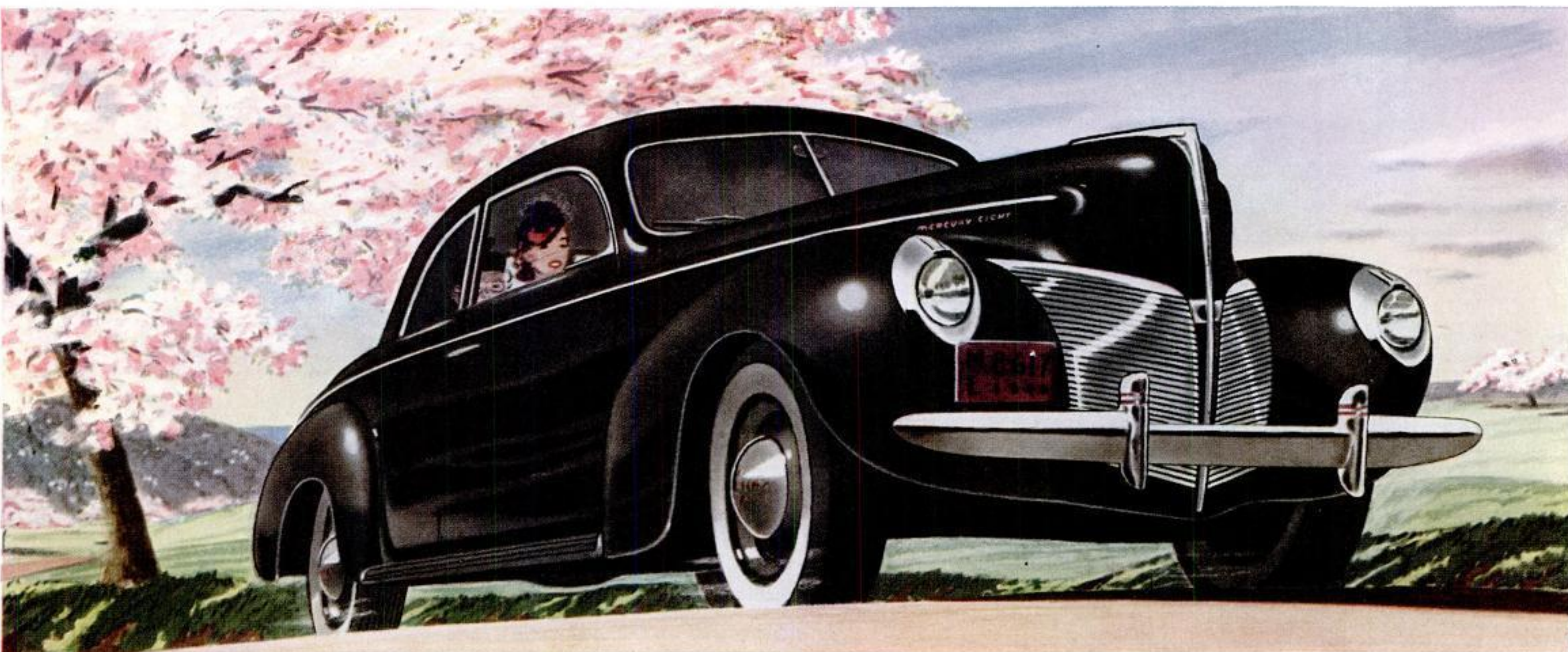
WARREN TELECHRON COMPANY
Ashland, Massachusetts
IN CANADA: THE CANADIAN GENERAL ELECTRIC CO.
A Telechron clock in every room provides a complete synchronized timekeeping system—like the Telechron systems that keep time so efficiently for schools, hotels, hospitals and public buildings.

Telechron
REG. U. S. PAT. OFF.
**SELF-STARTING
ELECTRIC CLOCKS**



Our Mercury made history at Valley Forge!

A Look at the Famous Dogwoods in Bloom—with a history lesson thrown in—so we made it a family trip in our big new Mercury 8. Plenty of room for the wriggling kids—the extra-wide seats are a blessing. I drove the whole way—you just don't get tired with the levelized, stabilized Mercury Ride to iron out the bumps. A few hundred miles is nothing!



The Mercury Made Family History—our first trip that *everybody* enjoyed. Not a word of back-seat driving—that car rides so smoothly almost any speed feels safe. The way it hugs the road and stays level on curves would satisfy any one. And as for expenses—thanks to the Mercury's gas and oil economy, the low cost of the trip made history for our budget!

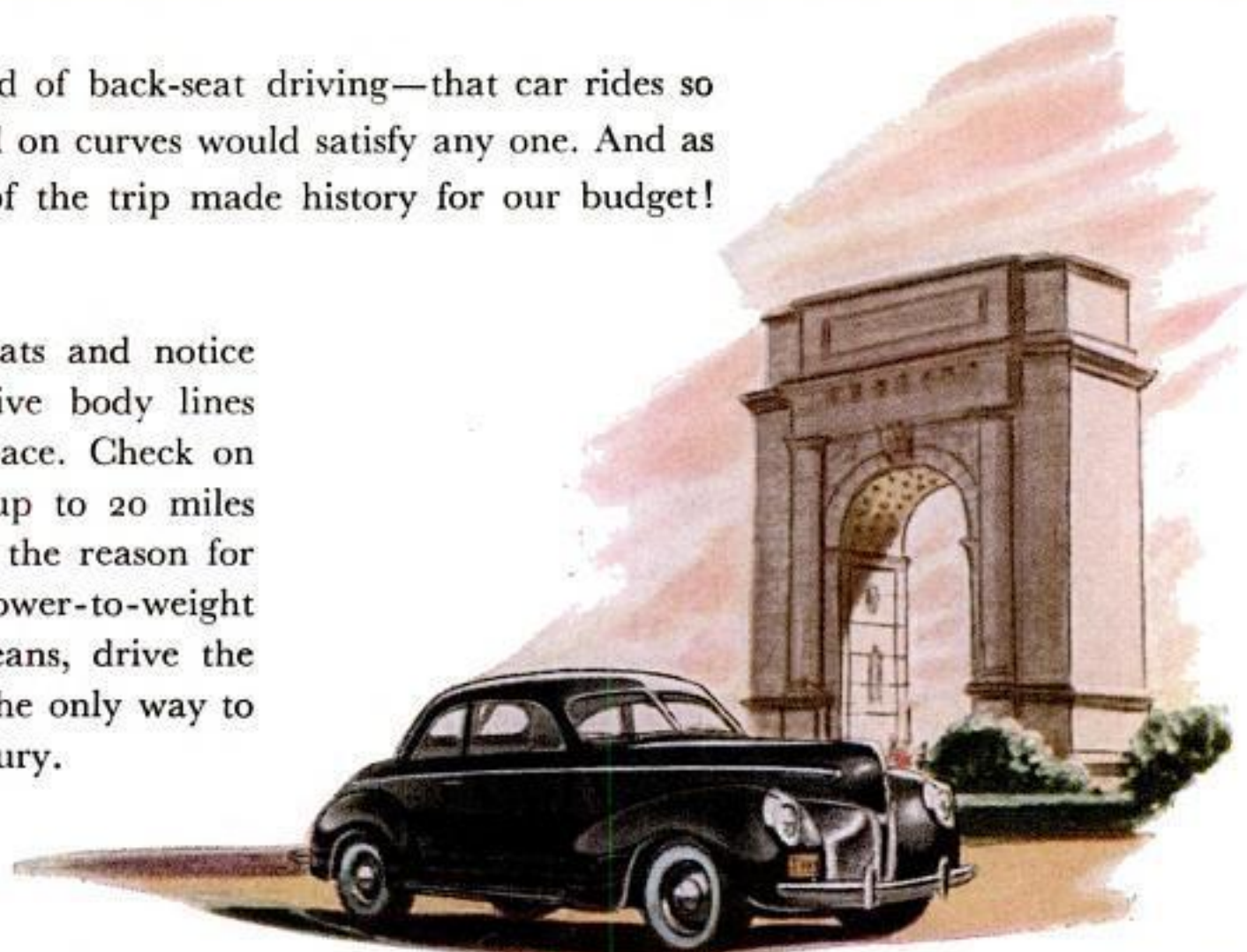
You've heard much praise of the extraordinary Mercury Ride (and it was an understatement!). You've read that this big 8-cylinder car broke all sales records in its first year (it's doing even better this year!). Maybe you've heard Mercury owners dwell with pride on this car's style and size and power. Now it's time to see it all for yourself. Measure the



comfort of the extra-wide seats and notice how the Mercury's distinctive body lines flare out to get this extra space. Check on the surprising gas mileage—up to 20 miles per gallon, say owners—and the reason for it: an unusually efficient power-to-weight ratio. But by all means, drive the car yourself—that's the only way to understand the Mercury.

Mercury 8

Built by the Ford Motor Company—distributed by Mercury, Lincoln-Zephyr and Ford dealers



National Memorial Arch at Valley Forge.
(Top illustration) Washington's Headquarters (1777-78).

Yes, It's Really True

With four million American homes needing a larger, more modern refrigerator, Kelvinator and five thousand retail merchants join hands in a New Program of Large-Volume Production and Low-Cost Selling that makes possible amazingly low prices.

*Look at the Size!
Look at the Name!
Look at the Price!*

LOOK THEM OVER—these beautiful big 1940 Kelvinators.

Prices start at \$114.75*—but that's only *one* of Kelvinator's amazing 1940 values. Here is a complete line of big 6 and 8 cubic foot models to choose from—and on *each one* you save from \$30 to \$60 compared with last year's prices!

How could we do it—in the face of rising costs?

FIRST, we found a *more efficient* way to distribute Kelvinator products . . . and we cut the cost of selling. This made a big saving.

SECOND, by putting 96% of our production on six and eight cubic foot size models, we are able to build a big refrigerator at a *lower* cost.

THIRD, because of greatly increased sales, we are doubling our production schedules, and passing on the manufacturing savings to you.

Look at that beautiful Kelvinator above! It's welded steel with Porcelain-on-steel inside and bright, long-life Permalux outside . . . has 2 extra fast freezing shelves, embossed freezer door, 84 ice cube capacity—9 lbs., automatic light, cold storage tray, Kelvin Control to regulate temperatures and 17 other features.

It's powered by the famous Polarsphere sealed unit that uses current less than 20% of the time,

*Prices suggested are for delivery in your kitchen with 5 Year Protection Plan. State and local taxes extra. Prices are slightly higher west of the Rockies.

and has power enough to keep 5 refrigerators cold, under average household conditions. It saves many dollars a year on current costs alone. And it is backed by Kelvinator's 5 Year Protection Plan.

If you need a bigger, more economical refrigerator or if you are still using an ice box—go to any one of Kelvinator's 5000 dealers—and pick the model you need from Kelvinator's complete line.

You'll find refrigerator values have changed since 1939—so Look at the Size! Look at the Name! Look at the Price! And you'll buy a Kelvinator.

KELVINATOR DIVISION
NASH-KELVINATOR CORP., DETROIT, MICH.



SEE Kelvinator's new 1940 Electric Ranges, Washers and Electric Water Heaters. A complete line of the biggest values we've ever offered. See them at your dealer's and compare with others.

See these other big **KELVINATOR** Values for 1940

Copy, 1940, Nash-Kelvinator Corp.



TO HELP YOU PICK the best refrigerator for your money, your Kelvinator dealer will gladly give you a free copy of "The 1940 Refrigerator Guide." It contains complete, authoritative information regarding 1940 refrigerator values.



WANT A COMPLETELY EQUIPPED REFRIGERATOR? Model S-6 has big Vegetable Bin, New-type Ice Trays, Sliding Crisper. Compare with \$180 refrigerators. Kelvinator's new price only . . . **\$139⁹⁵***

WANT "MOIST-COLD"? Model HS-6 has new "Moist-Master" System—decreases the loss of moisture from foods. Compare with \$230 refrigerators. Kelvinator's new price only . . . **\$169⁹⁵***

WANT ALL DE LUXE FEATURES? Model R-6 has De Luxe equipment, Two Crispers, Cold Chest, Speedy Cube Trays, etc. Compare with \$210 refrigerators. Kelvinator's new price only . . . **\$179⁹⁵***

WANT THE FINEST REFRIGERATOR MADE? It's Model HD-6. Has all conveniences, plus "Moist-Master" System. Compare with \$230 to \$300 refrigerators. Kelvinator's new price only . . . **\$209⁹⁵***

FRITZ THYSSEN'S LETTERS



FRITZ THYSSEN

On this and ensuing pages, LIFE presents a series of heretofore unpublished letters from Fritz Thyssen, No. 1 financial backer of the Nazi party and currently No. 1 German exile, addressed to Hitler, Göring and other Nazi leaders. LIFE's editors believe that these letters have a significance for U.S. readers far beyond their obvious value as pure news. In the first place they constitute an astonishing revelation of the cleavage that has occurred in National Socialist Germany since last fall. In the second place they are an important lesson in what can happen to a major industrialist who makes the mistake of supposing that he can safely back any kind of dictatorship.

When August Thyssen died after the War, he left in the *August Thyssen Hütte* a huge holding company comprising coal, steel, iron, oil and foreign investments, valued at somewhere between 600 and 800 million gold marks. This self-made iron-master had been the industrial giant of the Wilhelmian period, the creator of the modern steel and iron industry of Germany. (Curiously, he was the first German industrialist to realize the vital importance of Scandinavian iron ores and to secure their supply for Germany.) His death, at the most critical moment in the existence of Germany and German industry, seemed to be the final blow to his own enterprises. In the following two decades his son and heir, Fritz Thyssen, proved himself to be a chip of the old block. He not only secured the survival of the *August Thyssen Hütte*, but also fortified and enlarged the concern. He not only saved his own inheritance but also rescued the remaining independent steel and iron industries of defeated Germany from utter decomposition. Unlike Hugo Stinnes, he was not an inflationist. He did not buy up feeble and tottering steel and iron works at phantastic bargain prices. In 1925 he safeguarded their continued existence by combining them in one gigantic trust, the *Vereinigte Stahlwerke*. At the outbreak of the present war, he was recognized as the outstanding industrial leader of the Third Reich. His power and his influence in Germany, as the principal holder of the *August Thyssen Hütte* and the *Vereinigte Stahlwerke*, seemed unlimited.

Unfortunately, circumstances forced him to enter politics as well. When the French occupied the Ruhr in 1923, he remained, unlike so many other industrial magnates, at his post in the Rhineland. He organized the passive resistance against the French military authorities. He was arrested by the

French and placed before a military tribunal. He was accused of having dismantled the whole economic structure of the Ruhr and the Rhineland, by inducing organized labor to resist and to sabotage. Furthermore, he had to face the formidable technical accusation of having disobeyed French military orders under martial law.

His defender was one of the most prominent lawyers of France. His defense culminated in the famous sentence: "I am a German and I refuse to obey French orders on German soil." He was acquitted. Of this acquittal, French justice can rightly be as proud as Fritz Thyssen himself. Singlehanded he had defeated the French annexationists and singlehanded he had saved for the German Republic its two most vital provinces—the Ruhr and the Rhineland.

In the same year, 1923, Ludendorff induced him to join the National Socialist Party. He declared his adherence to Adolf Hitler openly and at once. He did not wait for the *Machtübernahme* in 1933 to display his Nazi badge. Winning him over was the greatest single triumph the Party ever achieved before coming into power. It is more than doubtful if Hitler could ever have succeeded without the moral, political and financial support which he received from the steel king in the ensuing ten years. This constitutes a tremendous responsibility, which weighs heavily today on the conscience of the self-exiled patriot.

Like so many conservatives and capitalists in Germany, Italy and elsewhere, Fritz Thyssen saw in Fascism the only salvation from Communism. As a deeply religious Christian, he realizes today that trying to save Germany from the frying pan of Communism, he only helped push her into the fire of Nihilism.

It was a fateful error. If it deserves any punishment, the ironical fact that Fritz Thyssen is being branded now as a "Communist" by the Nazi authorities, and that his huge property has been confiscated—several months after Hitler's joining hands with Stalin—by force of the anti-Communist laws of the Third Reich, is ample penalty in itself. A further enhancement of it is provided by the appointment of the banker, Baron Kurt von Schröder in Cologne, as a trustee of the Thyssen's confiscated property. It was in the office of this very Baron von Schröder that he, Fritz Thyssen, Adolf Hitler, Franz von Papen and others assembled in the last days of 1932 to provide a fund of 45 million marks for the tottering Nazi party, which was then faced with the imminent danger of complete dissolution in consequence of discouragement, demoralization and impecunity.

Fritz Thyssen did not and does not believe that Germany can win this war. No one knows the economic potentialities and shortcomings of his country better than he does. He is trying his utmost to undeceive the German people, to remove Nazism, to end the war.

In 1917, a world sensation was created by the accidental publication of a memorandum beseeching the political, military and economic leaders of Imperial Germany to terminate a

CONTINUED ON NEXT PAGE



THE HELMETED DINOSAUR, TRICERATOPS, lived 60 million years ago. But even before that, Nature was mellowing and filtering the crude oils used today in refining Sinclair lubricants. These oldest crudes make such fine lubricants that...



...AMERICAN AIRLINES RELIES ON SINCLAIR MOTOR OIL in operating the nation's largest air transport system. You'll find Sinclair motor oil of the same high quality available for your car at your nearby Sinclair Dealer. Ask for Opaline or Sinclair Pennsylvania motor oil. They last so long they save you money.



IT'S FUN TO KEEP FIT ON A BIKE!

ROBERT CUMMINGS
SOON TO APPEAR IN THE
NEW UNIVERSAL PICTURE
"SPRING PARADE"






IT'S FUN TO RIDE A BIKE

Whether you're seven or seventy, you will like riding a bike. For it turns health-building exercise into great fun. And it's so inexpensive every member of the family can have a bike of his own. Why not see your neighborhood dealer in bicycles at once? Start riding a bike today!

CYCLE TRADES OF AMERICA, Inc.
Chanin Building, New York City

Keep Trim --- Keep Slim --- Keep Cycling!

FRITZ THYSEN'S LETTERS

(continued)

war which they could not possibly win. The author of that plea was Dr. Muehlton, a partner of Krupp. He had to resign his partnership, but remained otherwise unmolested. For a few months—in 1918—he was an international celebrity; he still lives as a forgotten old man in Switzerland. The future will show if Fritz Thyssen's fear for Germany will be borne out as fully as were the apprehensions of Dr. Muehlton of Krupp's.—ED.

Paris, April 10, 1940

In publishing the papers leading to my break with Adolf Hitler, I wish to show that the German nation, which elected Hitler its leader because of his professed opposition to Communism, is innocent of the developments that turned National Socialism into its very opposite.

I feel that everything should be done that might contribute to ending the war, that might prevent the useless sacrifice of countless young lives, that might spare Europe so much sorrow, so many tears.

FRITZ THYSEN

When the Germans invaded Poland, Fritz Thyssen happened to be in Bad Gastein in Salzburg. On the evening of Aug. 31, he sent the following urgent telegram to Field Marshal Göring:

"Received order from Gauleitung (District Leadership) Essen to keep ready for airplane flight to Berlin. I cannot comply with this order because of unsatisfactory condition of health. In my view a kind of armistice ought to be possible to gain time for negotiations. I am against the war. A war will make Germany dependent on Russia also in the matter of raw materials and thereby she will lose her position as a world power.

Greetings,
THYSEN"

This telegram remained unanswered. A few days after the outbreak of the war, Fritz Thyssen and his family crossed the German frontier into Switzerland. From there he sent on Sept. 22, 1939, the following message to Göring:

Memorandum by Fritz Thyssen, Member of the Reichstag, dispatched by messenger to Field Marshal Göring:

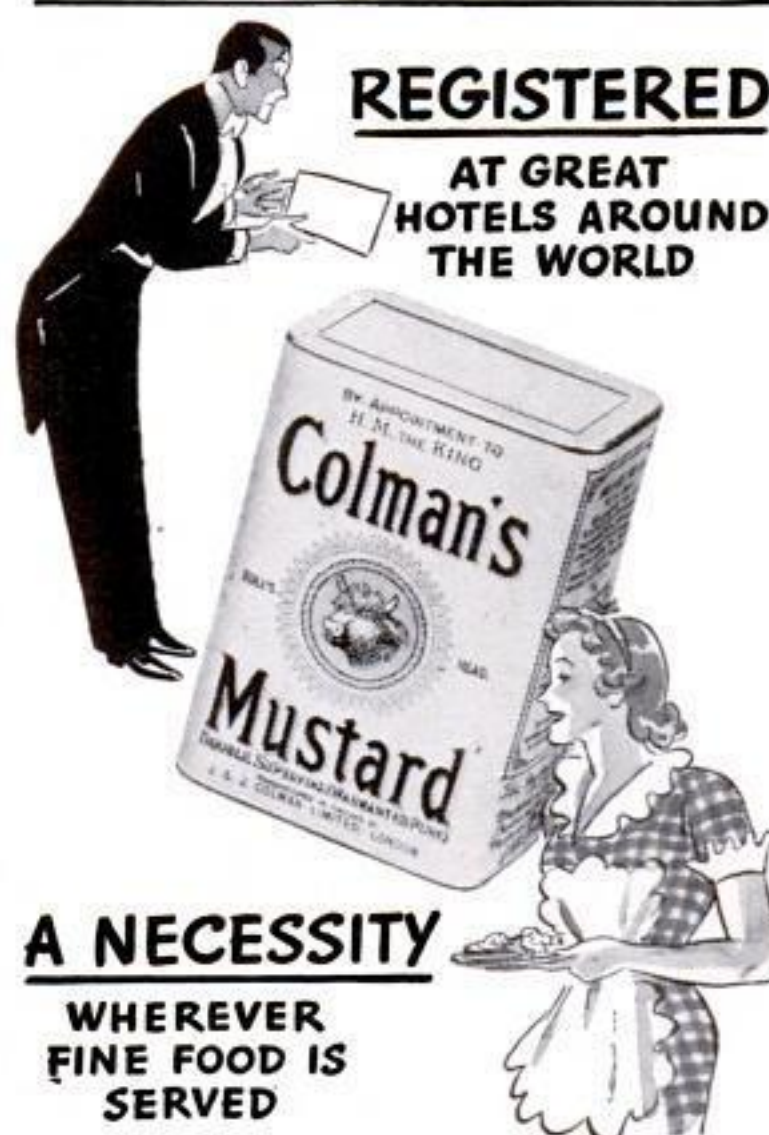
- 1) On Aug. 31, at 9 p. m. I sent the following urgent telegram to Field Marshal Göring [see above].
- 2) On Sept. 1, Mr. Hitler said during the session of the Reichstag: "Anyone who is not with me is a traitor and will be treated as such."
- 3) This remark I consider not only a threat, but also a violation of my constitutional rights as a member of the Reichstag.
- 4) I am not only entitled, I am obliged to express my views, particularly when I am convinced that Germany is being led into grave disaster. Mr. Hitler has no right to threaten me when I say what I think.
- 5) Now as before I am against the war. As the war has started already, Germany ought to try to put an end to it as soon as possible, for the longer it lasts, the worse will be the peace terms for Germany.
- 6) It is not Poland that broke the pact with Germany, that pact to which Mr. Hitler himself repeatedly referred as a guaranty of peace. In this respect I also refer to Hitler's speech on Sept. 26, 1938.
- 7) In order to achieve peace, it will be necessary that Germany returns to conditions which conform in every respect to the Constitution. Where the Constitution is not respected, there will be anarchy in the end. The oath of allegiance taken by the individual is valid only if also the leaders live up to their oaths.
- 8) In the meeting of the Reichstag on Sept. 1, approximately 100 members were absent. Their seats were taken by Party officials. This I consider a

CONTINUED ON PAGE 14



Flavored with
REAL ROOT JUICES
... not imitation oils

5¢



REGISTERED
AT GREAT HOTELS AROUND THE WORLD

Colman's Mustard

A NECESSITY
WHEREVER FINE FOOD IS SERVED

Want to serve food with zest and savor—food that makes the family ask for more? Do as famous chefs do! Use Colman's—the aristocrat of mustards—to give a magic new taste to meats, sauces and salad dressings. Men love the keen, racy flavor of this fine dry mustard. Easy to use in cooking. When you season with salt and pepper, add a dash of Colman's from the famous yellow tin. It's a seasoning you'll want to use often.

COLMAN'S FOR SEASONING

FREE RECIPE BOOKLET

Atlantis Sales Corp., Sole Distributor, 3349 Mustard Street, Rochester, N.Y. Please send me 12 new Colman's recipes.

Name _____
Address _____

\$10,000.00 IN CASH PRIZES!

4 WEEKLY CONTESTS!

PRIZES
EACH
WEEK

\$500.00 FIRST PRIZE
\$250.00 SECOND PRIZE
\$100.00 THIRD PRIZE

50 PRIZES OF \$10.00 EACH—50 PRIZES OF \$5.00 EACH
150 PRIZES OF \$1.00 EACH

PLUS \$3000.00 GRAND PRIZE FOR THE BEST ENTRY OF ALL!

TOTAL OF
1013 PRIZES!

You have a chance to win \$3,500 or more! ALSO—a special reward to everyone who enters—to introduce the nation to Pillsbury's new Thrift Star Plan!

EVERYBODY GETS REWARD IN NEW PILLSBURY THRIFT STAR CONTEST! ...HERE'S ALL YOU DO:

Just complete, in 35 additional words or less, the statement...

"It pays to buy Pillsbury's Best Flour because _____"

Simple, isn't it? Easy, too! Why, you can think of a dozen reasons, right offhand, why it pays to buy Pillsbury's Best: dependability, economy, all-purpose use, as well as flavor, appearance, and texture of baked foods... and many another widely known advantage.

And now, there's a new, highly important reason... the Pillsbury Thrift Star Premium Plan, under which Pillsbury's Thrift Stars are packed in every bag of Pillsbury's Best Flour. But, more of that later.

Remember, to enter the contest, all you need do is to complete the statement mentioned above in not more than 35 words. Send your completed statement to us, together with one Pillsbury's Star clipped from the recipe folder in any size bag of Pillsbury's Best Flour (to identify you as a user of this fine flour). Why not get your first entry in this very day? Then start working on more entries. Plan to enter all four of the weekly contests.



**HERE'S WHERE I WIN
SOME REAL MONEY!**

Pillsbury has a very definite reason for making this contest especially attractive. We have just perfected a wonderful new premium offer, called the Thrift Star Plan, and we want every housewife to find out about it—quickly. We believe this Thrift Star Plan is one of the most generous, worth-while premium offers ever made. We believe every woman in America will want to know about this Plan.

Think of it—now, every time you buy Pillsbury's Best, which for nearly seventy years has been famous as one of the world's really fine flours, you also will get Pillsbury's Thrift Stars, packed in every bag, which can be exchanged for valuable, useful merchandise!

EVERYBODY GETS A REWARD!

Each week for four weeks 253 lucky people (one of them might as well be you!) will win cash prizes, ranging from a \$500 FIRST PRIZE down. Also... the best statement submitted during the entire four weeks will win a grand prize of \$3,000! ALSO... every person who enters, whether he wins a cash prize or not, will receive absolutely FREE 10 Pillsbury's Thrift Stars in a folder showing the merchandise offered by Pillsbury in exchange for Thrift Stars! All you do is to complete, in 35 additional words or less, the statement mentioned above.

TIPS ON HOW TO WIN

Study these facts about Pillsbury's Best and Pillsbury's remarkable new Thrift Star Plan—they may help you win \$3,500 or more!

(1) Pillsbury's Best is made from a blend of wheats, "balanced" for all baking. It gives biscuits a rich, golden-brown crust color; a flaky texture inside, and a smooth ivory color; a rich, mellow, satisfying "wheaty" flavor. It makes tender, crisp pie crust and pastry. It makes cakes that are light and delicate, yet satisfying in flavor; moist, tender cakes that stay fresh. It makes bread with an inviting brown crust, an even, delicate texture, and a rich, "wheaty" flavor.

(2) The amount of Pillsbury's Best Flour used in an average recipe usually costs about 3c. It might cost 1/2c less to use a cheaper flour. But the other ingredients used in an average recipe cost many times 3c. The extra 1/2c you spend for Pillsbury's Best is money well spent for protection against a baking failure due to using a poor-quality flour.

(3) Valuable Pillsbury's Stars are packed in every bag of Pillsbury's Best Flour and are on Pillsbury's Sno Sheen Cake Flour, Farina, Pancake and Buckwheat Pancake Flours, Corn Meal, and Wheat Bran packages. These Stars may be exchanged (as set forth on the folder to be sent to all contestants who qualify) for a wide variety of high-quality merchandise—women's fine silk stockings, quality plated silverware, cast aluminum cooking utensils, a 5-piece decorated canister set, and many others. Every item is guaranteed exactly as represented, and guaranteed to be fine, high-quality merchandise.

You can't beat a combination like this—one of the world's really fine flours, plus a premium plan just as outstanding as the flour! It DOES pay to buy Pillsbury's Best!

START AFTER THOSE CASH PRIZES NOW! Sit down right now and tell us in your own words exactly why it pays to buy Pillsbury's Best. You don't need to do any fancy writing; the kind of statement that will win is what you might say to your husband—or to a neighbor.

RULES

1. Complete this statement: "It pays to buy Pillsbury's Best Flour because..." in 35 additional words or less. Use only one side of paper. Print your name and address under your statement. Please do not send pictures or drawings. No special consideration will be given decorated or fancy entries.

2. There will be four weekly contests, the first beginning April 28, 1940, the second beginning May 5, the third beginning May 12, the fourth beginning May 19, 1940. Prizes for EACH weekly contest: 1st prize \$500, 2nd prize \$250, 3rd prize \$100, 50 prizes of \$10 each, 50 prizes of \$5 each, and 150 prizes of \$1 each. Grand prize for the best entry of all, \$3000. After all winners are determined, 10 Pillsbury's Thrift Stars will be sent free to everyone who qualified as an entrant.

3. Entries postmarked by midnight of May 4 will be entered in the first week's contest; entries postmarked after midnight of May 4 and by midnight of May 11 will be entered in the second week's contest; entries postmarked after midnight of May 11 and by midnight of May 18 will be entered in the third week's contest; entries postmarked after midnight of May 18 and by midnight of May 25 will be entered in the final week's contest. All entries must be postmarked by midnight of May 25, 1940 to be

considered in the contest for the grand prize of \$3000.

4. Mail entries to Pillsbury Flour Mills Company, Dept. 14, Box O, Chicago, Ill. Send as many entries as you please, but enclose with each statement a Pillsbury's Star clipped from a recipe folder in any size bag of Pillsbury's Best Flour.

5. Prizes will be awarded for statements which in the opinion of the judges would have the most advertising value. The decision of the judges is to be accepted as final by all entrants. Duplicate prizes will be awarded in case of ties. All statements become the property of Pillsbury Flour Mills Company. No statements will be returned. Each winner agrees to permit the use of his or her prize-winning statement, photograph, name, and address in published or radio advertising, or otherwise.

6. The prize winners will be selected by competent and experienced judges, designated by Pillsbury Flour Mills Company but not connected with or influenced in any way by Pillsbury Flour Mills Company.

7. These contests are open to everybody within the continental United States, except employees of Pillsbury Flour Mills Company or of its advertising agency, and their families. These contests are subject to Federal, state, and local regulations.

8. Winners will be notified by mail. Any person desiring a complete list of winners may write Pillsbury Flour Mills Company, Minneapolis, Minn., after June 30, 1940.

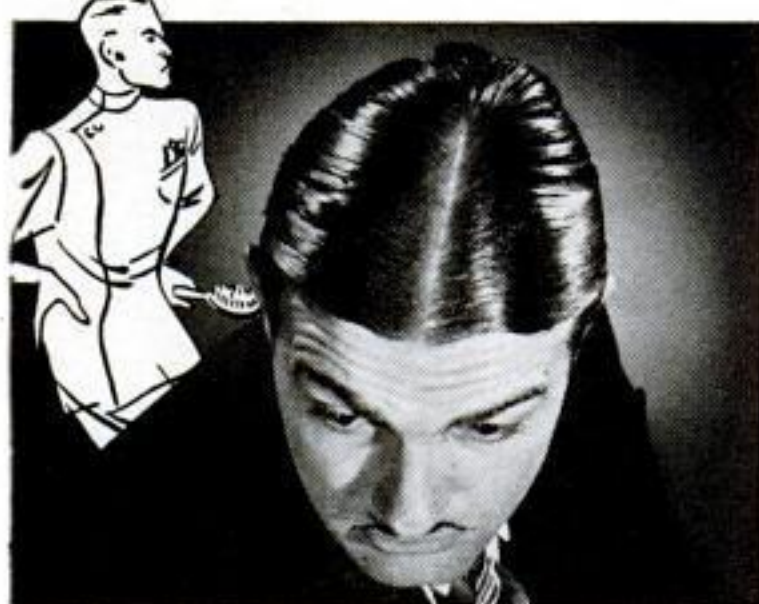


It pays to buy
Pillsbury's Best Flour

Your Barber says: "GET OFF THE WATER WAGON"



GET OFF THE WATER WAGON! Don't soak your hair with water to comb it, barbers say. They are experts in hair care and know water washes away natural oils, leaves hair wild, unmanageable. Kreml grooms hair, keeps it neatly in place.



DON'T GO to the other extreme and plaster your hair with greasy goo and give it a patent leather, gigolo look. Kreml isn't greasy, keeps hair neat and natural looking.



WHILE YOU still have hair, take good care of it with Kreml Hair tonic. It checks excessive falling hair, removes ugly dandruff scales and relieves itching scalp.



USE KREML DAILY—the wonderful tonic-dressing that keeps your hair looking its natural best—easy to comb—always neatly groomed, never sticky or greasy—dandruff scales removed, excessive falling hair checked. Ask for Kreml at your drug store or barber shop.

To further aid your hair, use Kreml Shampoo. Made from an 80% olive oil base, it cleanses hair and scalp thoroughly, rinses out quickly, leaves hair easy to manage.

HINT TO THE LADIES: Kreml Hair Tonic puts hair in splendid condition for permanents—makes permanents look lovelier.

KREML

**REMOVES DANDRUFF SCALES—CHECKS EXCESSIVE FALLING HAIR
RELIEVES ITCHING SCALP—NOT GREASY—MAKES THE HAIR BEHAVE**

FRITZ THYSEN'S LETTERS

(continued)

mockery of the Constitution, against which I protest.

- 9) I demand that the German public be informed that as a member of the Reichstag I have voted against the war. Should there have been any more members who voted as I did, their votes too are to be made public.
- 10) On Aug. 31, shortly before the above mentioned telegram was dispatched, the news was wired to me that a Mr. von Remnitz had suddenly died at Dachau. Mr. von Remnitz is the son-in-law of my sister, the Baroness von Berg, residing at Munich. Mr. von Remnitz had been interned immediately after the Anschluss of Austria, allegedly on account of his activities as a Legitimist before the Anschluss. After his arrest I addressed myself at once to Buerckel, the Gauleiter of Vienna, but without ever being favored with a reply, which is characteristic for present conditions in Germany. I demand to be informed whether Mr. von Remnitz has died a natural death, or whether his death was due to other reasons. In the latter event I reserve to myself further steps.

Three certified copies were taken of this memorandum. No other copies exist. The copies are still in my possession at this moment and are in safe keeping.

Above memorandum was delivered by a messenger to Gauleiter Terboven, to be forwarded by him to Field Marshal Goring. It remained unanswered by Goring, but Gauleiter Terboven sent the following communication to Fritz Thyssen:

Gauleiter Terboven to Dr. Fritz Thyssen:

- 1) I declare in the name of the Field Marshal that neither a telegram nor a letter from you have come into his hands; it was established, moreover, that the Field Marshal's office did not receive said telegram or letter either.
- 2) From this fact, it appears that the closing sentence in the speech of the Führer could in no way have been aimed at any particular person.
- 3) In the event of your prompt return, the Field Marshal guarantees that no steps whatsoever, of a personal or economic nature, will be taken against you.

On the receipt of this communication, Fritz Thyssen wrote the following letter to Goring:

Oct. 1, 1939

Dear Field Marshal General,

I refer to my letter to you of Sept. 22, 1939 and its enclosure, which was handed over by messenger to Gauleiter Terboven, to be forwarded to you. I received a statement from Gauleiter Terboven to which I wish to remark as follows:

1) It is quite impossible that my urgent telegram of Aug. 31, from Bad Gastein, should not have arrived. It is to be hoped that in Germany a telegram addressed to the Field Marshal will always arrive. Also my letter, dated Sept. 22, must have arrived, for otherwise Gauleiter Terboven could not have taken the stand as defined above.

2) It may be that my telegram did not arrive in time, although it had been dispatched by me immediately upon receipt of the order to keep ready for the meeting of the Reichstag. If, therefore, the possibility is to be admitted that the speech of the Chancellor was not influenced by it, in view of the circumstances I was, nevertheless, entitled to assume that such had been the case, the more so, as I was convinced that I alone of all the members of the Reichstag had dared to voice his dissenting opinion.

3) I have never asked you to protect me against personal or economic consequences, resulting from my political actions. I do not understand how such an idea could have ever entered your mind. Although I have given my support to the Party ever since 1923 (at first at the request of General Ludendorff), and although I have fully complied with all

Here are the only Rubber Gloves that are really pleasant to wear easy to slide on and off and lined throughout with soft, absorbent Stockinette



OUTSIDE: The pliant Latex surface is absolutely non-skid—thanks to thousands of tiny suction-like cups shown in microphoto below.



INSIDE: They're lined completely with soft, comfortable Stockinette—so absorbent your hands always remain dry.

● Once you've worn Patrician Gloves, you'll wonder how you ever got along without them. For here, at last, are rubber gloves that combine all-around comfort with long, rugged wear. You'll find them equally pleasant to use for gardening, dusting, cleaning—literally dozens of chores. Cloth-lined throughout, they permit use in much hotter water . . . slide on and off with amazing ease. And in the kitchen, they're doubly practical. For with their patented Suction-Grip surface, wet, soapy dishes just won't slip from your hands.

A Selected
RED-SEAL
VALUE

SR

The
SEAMLESS RUBBER
Company

NEW HAVEN, CONNECTICUT

Specialists in Fine Rubber Goods for 65 Years

CONTINUED ON PAGE 36

To the exciting serenade of chirping birds, popping buds, off-key hurdy-gurdies . . .

AMERICA SHEDS THE HEAVIES



Are women smarter than men when it comes to warm-weather or in-between weight clothes? Time was when most men, martyrs to the tradition of heavy, stiff clothing, would have said "yes." But the Gulfweight suit tossed tradition out the window—gave long-suffering men a smart, sensible suit for in-between season wear.



"Beesness, she is good" grins Dominick happily as pennies hail down from heaven. Spring means new business for Dominick, new life and pep for his meal-ticket. "I theenk I buy da monk one of thees what-you-call-heem Gulfweight suits" he says. "Keep heem looking good and nice and cool all the time, eh?"



No more of this. This year thousands of men will cross off their calendars those devilish days when they used to bake through ninety-in-the-shade weather (or even early spring days) in clothes suitable for forty-below spells. Modern clothing designing and revolutionary methods of tailoring (as exemplified by Hart Schaffner & Marx) have done away with all this! Your local Hart Schaffner & Marx dealer has a suit that solves every temperature problem. (See right.)



This is the life say men who've discovered Gulfweight (by Hart Schaffner & Marx). Here's a suit you can put on right now and sail through the spring season, summer and fall in "air conditioned" comfort. Gulfweight looks like a regular weight suit but it's actually a zephyr-weight (it weighs only 48 ounces)—and because it's all-wool it holds its shape through the stickiest weather. It's not as light as a summer suit but it's not as heavy as a winter-weight suit! In fact it is the ideal in-between weight suit that assures you three-season comfort!



SPEAKING OF PICTURES . . .



The "upside-down room," exhibited this spring by Dan Cooper at an Architectural League show in New York, played tricks on visitors' eyes and gave photographers a

chance to make a regular photograph look like a trick shot. The room was turned on its side to give spectators a bird's-eye view. The tables, chairs, sofa, rug, flowers,

picture, paper dog and plaster model were nailed, tacked and glued to the room's "floor" and "walls" and these in turn were nailed to a stage that forms part of the building.

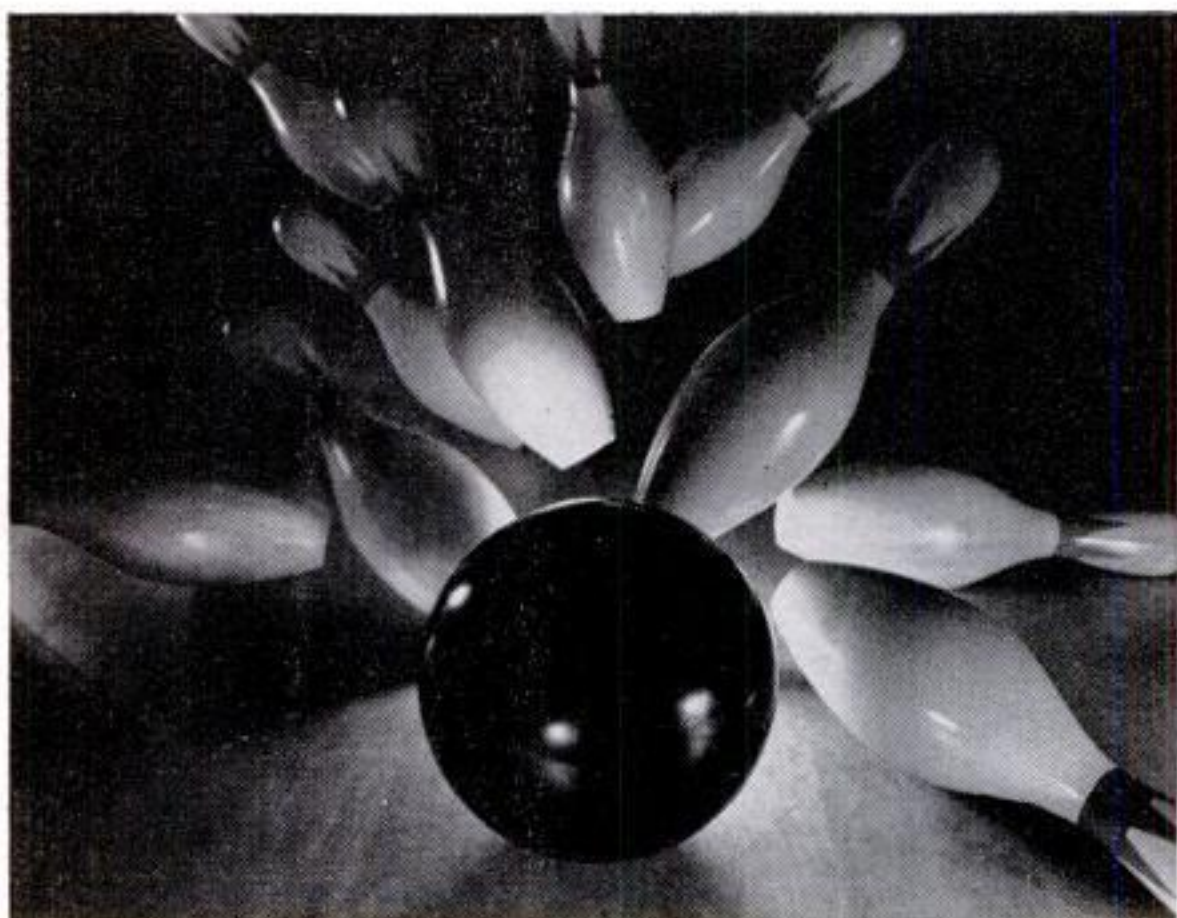
... TRICKY PROPS CREATE ILLUSIONS

Girls tumbling upside down out of windows and down staircases are common sights in the studios of photographers who illustrate advertisements and have fun defying the law of gravity. Recently a New York interior architect created the equally startling illusion of an "upside-down" room (*opposite*).

Shown on this page are illusions achieved by Underwood & Underwood to make "action" photographs for advertisements. To give stationary objects the appearance of mobility, the girls "falling" in mid-air (*right*) and the "whirling" bowling pins (*directly below*) are held in place by ropes, wires, thread and even chewing gum. These devious devices are then touched out of the photograph to give an illusion of reality and action. In the case of the girls, the sets serving as background were built topsy-turvy so that when the pictures are printed upside down the girls will look as though they were really falling.

Using similar trick props, larger sets, like the illusory struggle between a shark and Bahamas pearl diver (*below, bottom*), can be photographed realistically. Says Lejaren à Hiller of Underwood & Underwood, "I travel around the world every six months—in my studio."

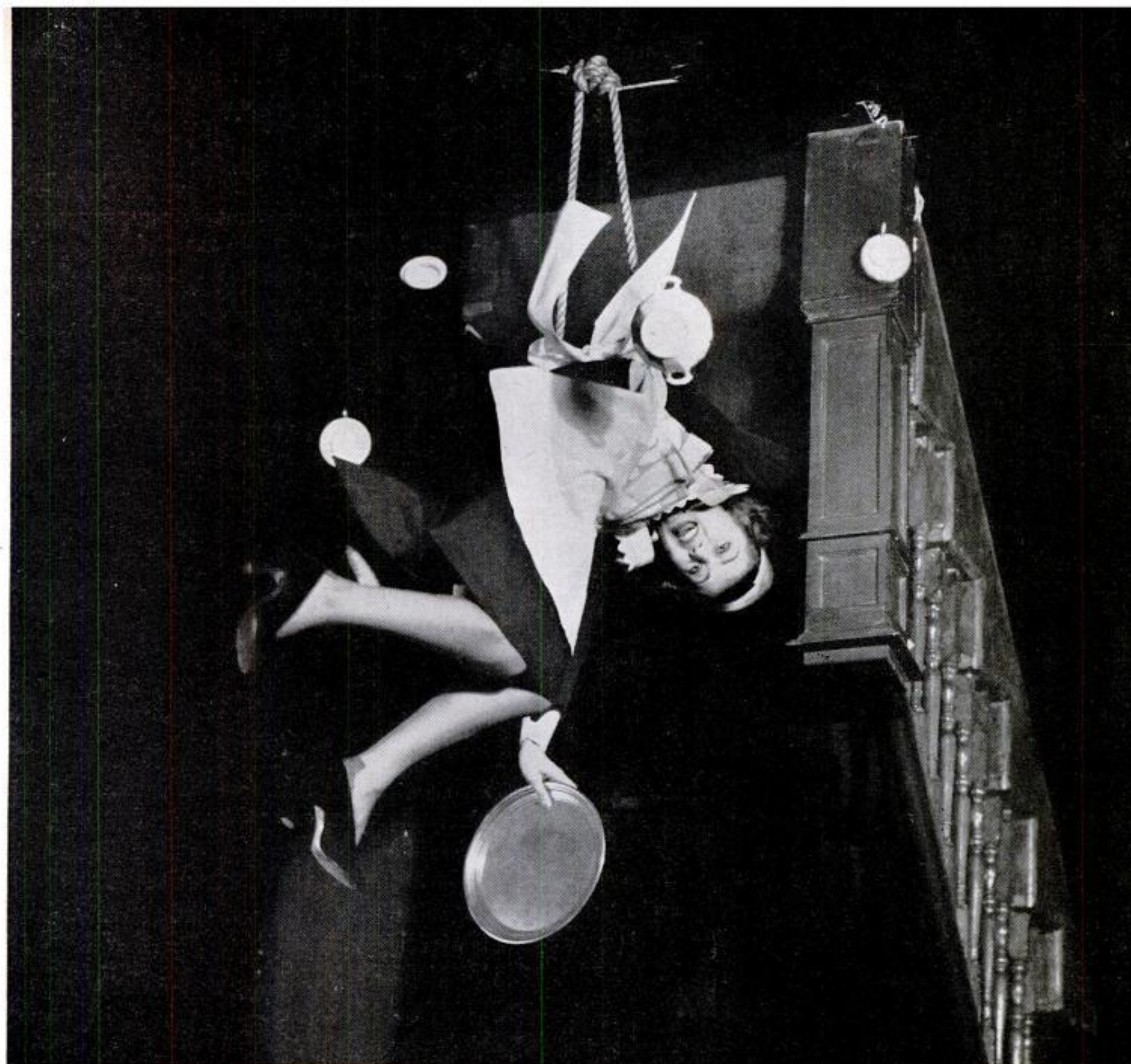
For ingenious props in portrait photography, turn the page.



The flying bowling pins in this "action" shot are stationary and hang from wires. In order to create the illusion of action, the wires were touched out of the picture in the final print that was used in an advertisement.



In this illusory fight the shark and pearl diver were suspended by wires. Green mosquito netting and panes of glass were placed over the camera lens to give the impression that the picture was photographed under water.



The illusion of a fall is created by hoisting girls (*above and below*) into place against sets that are bottomsides up. Cups, apron strings and skirt of girl (*above*) and pail (*below*) are held in place by wire

and thread. Later, as in the picture below, wires, ropes are touched out. Finished picture is then published upside down to give appearance of a real tumble. For the effect, turn this page upside down.





THE THINGS WE LIVE FOR

HIS ARMS . . . they hold you so tenderly, my Little One, so very tenderly . . . and you look up at him and smile . . . and your eyes seem to say . . . *This — is — what — we — three — are — living — for . . . for — love — and — happiness — and — the — fun — of — meeting — all — the — years — together . . .* Oh, my Precious Ones, do you wonder we mothers search the world to give you the best?

THERE'S HARDLY A MOTHER in the world who doesn't feel that way about her baby. And, fortunately, there's hardly a mother in America who doesn't *know* and trust the name Vanta.

FOR MORE THAN 28 YEARS the enthusiastic approval of doctors and nurses has helped make Vanta Garments the largest-selling baby garments in America. And during all this time the makers of Vanta have been continually developing new scientific features to insure baby's health and comfort.

THE FIRST GARMENTS ever made without pins or buttons, Vantas are now the *only* garments sterilized by hospital equipment and packed in germ-proof packages. Each Vanta design is scien-

tifically worked out and carefully tested.

YET IN SPITE OF their special features, Vantas are not expensive. Their fine materials withstand use and washing, and never lose their shape. And since many Vanta garments are adjustable, they are not quickly outgrown, and fewer replacements are needed. Vanta makes practically everything for your baby — garments in sizes from birth to 12 years, hosiery and toiletries. See them in the Infants' and Children's Department of your favorite department store.

Vanta
GARMENTS
FOR INFANTS & CHILDREN

The Saleswoman who wears this emblem is a Mothercraft Graduate expertly qualified to serve you. Ask for her in the Infants' Department.



VALUABLE BOOK Send 10c for copy of the eighty-page book, "BABY'S OUTFIT", covering 55 subjects of vital interest to expectant mothers. 500 name suggestions. Use this coupon.
Earnshaw Knitting Co., Dept. L-3 Newton, Mass.
In Canada, J. R. Moodie Co., Ltd., Hamilton, Ont., are Licensees.

NAME _____
ADDRESS _____

Helena Rubinstein
lipsticks
have



Everything your
Lips desire . . .



You'll love the glorious colors of these world-famous lipsticks. You'll be delighted with their soft, inviting texture, the ease with which they go on, the hours they *stay* on—and the marvelous protection they give to your lips. **LIFE RED** is Helena Rubinstein's newest shade—a warm, bright, friendly red that animates your whole complexion with its lively young color, its exciting vitality. Other shades, too—including exotic Rico Red, dramatic Night Red, each 1.00, 1.50. Junior size, .50.

Put your whole complexion in harmony! **TOWN AND COUNTRY MAKE-UP FILM** is Helena Rubinstein's unique foundation that keeps your make-up fresh, lovely, and lasting—protects your complexion from sun and wind, 1.00, 1.50.

Helena Rubinstein Face Powders cling like velvet to your Make-Up Film, bring a warm, radiant glow, an exquisite soft finish to your complexion. In an assortment of youthfully flattering, skin-blending shades, 1.00 to 3.50.

h e l e n a r u b i n s t e i n

715 Fifth Avenue, New York

Ann Sheridan
starred in
"It All Came True"
A Warner Bros. Picture

Warner Bros. have selected
Vanity Fair Kneelast Stock-
ings to be worn exclusively
by all their stars and players.

It all comes true in

KNEELAST*
Vanity Fair
STOCKINGS

Everything you could desire in a stocking—sheer beauty, perfect fit, long wear—is yours in Vanity Fair Kneelast Stockings. The patented Kneelast feature stretches to prevent runs from garter pull. Three proportioned lengths. Radiant Desert Tones.
At better stores.

* PAT. 1929006

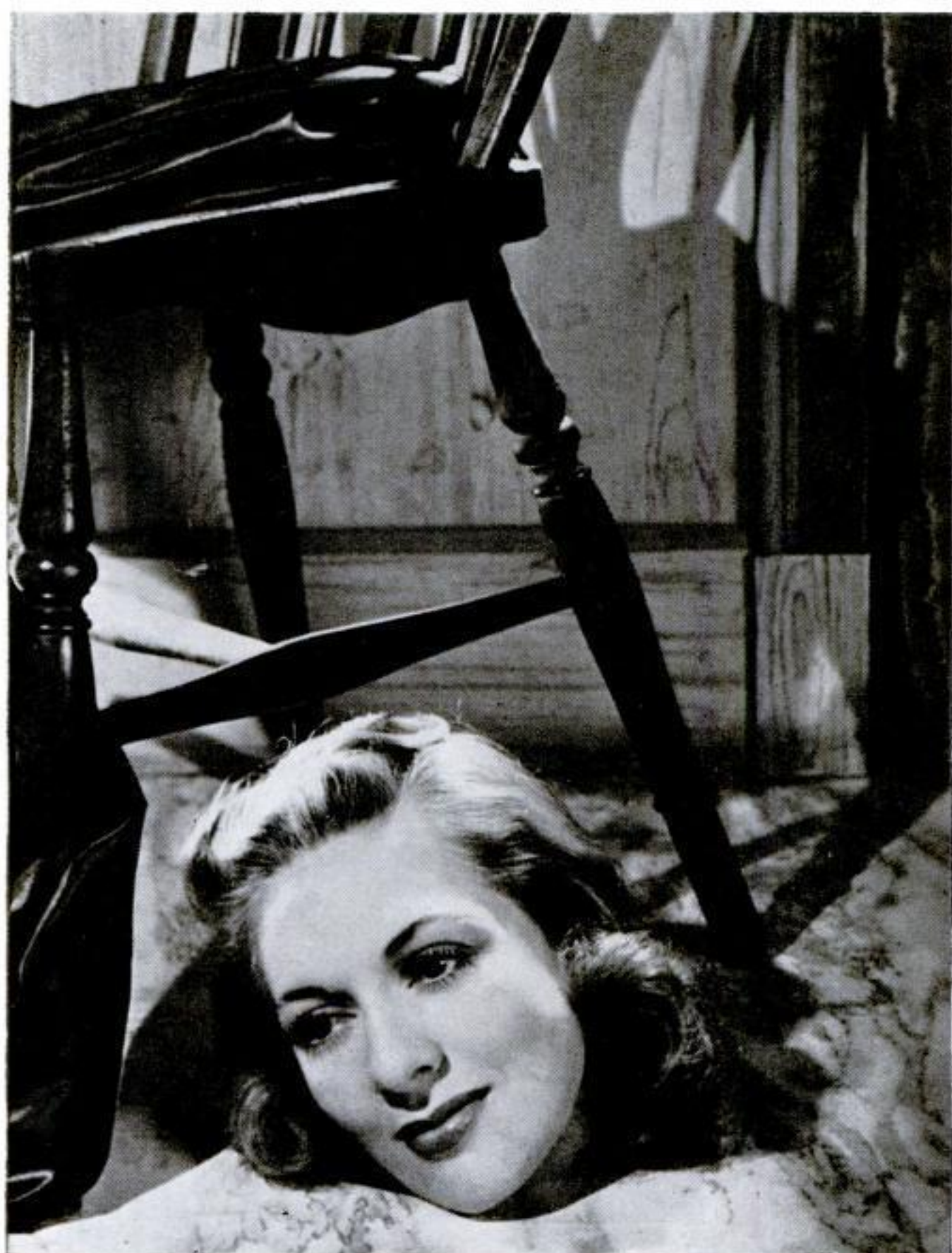
VANITY FAIR SILK MILLS • READING, PA.

SPEAKING OF PICTURES

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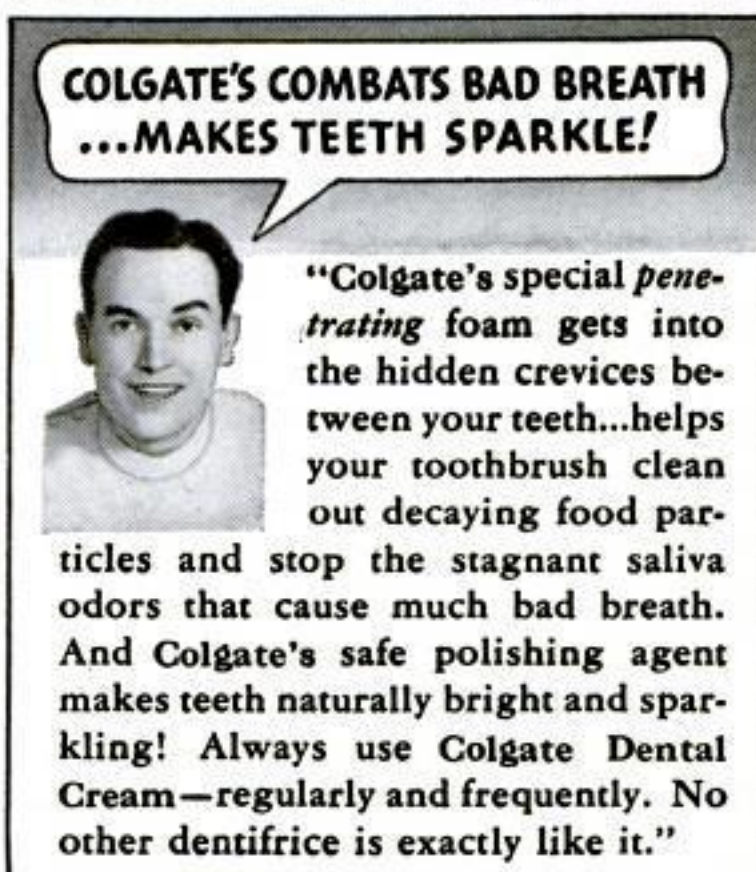
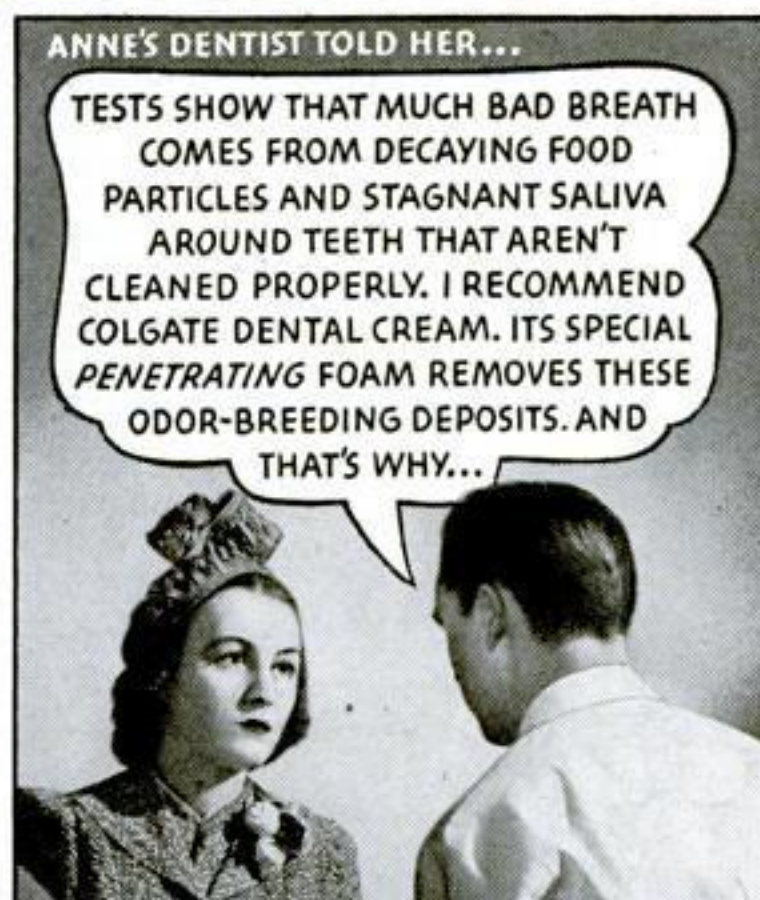
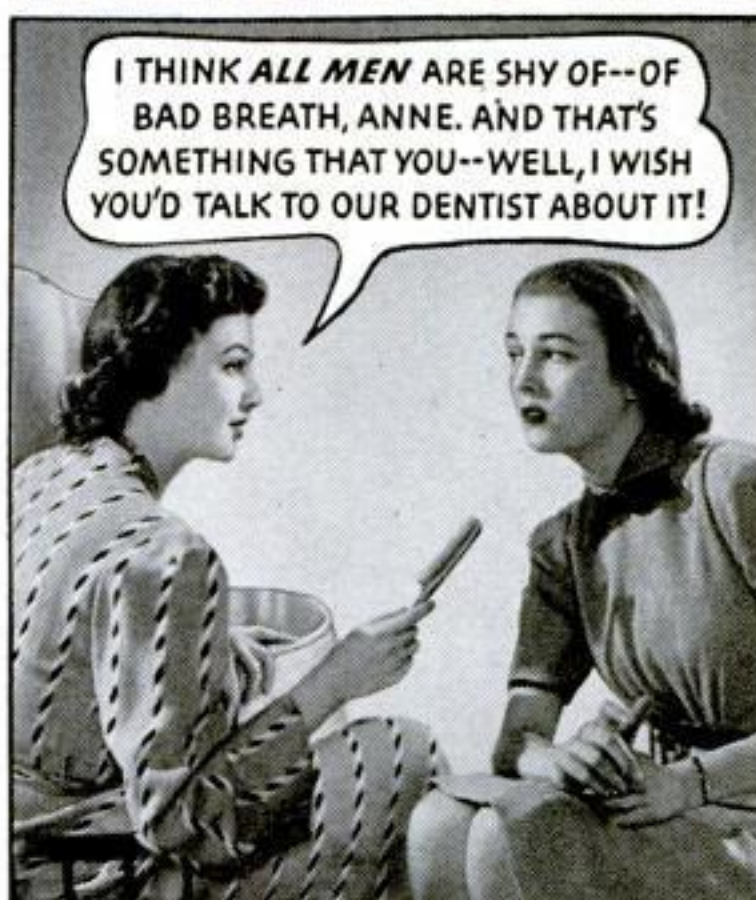
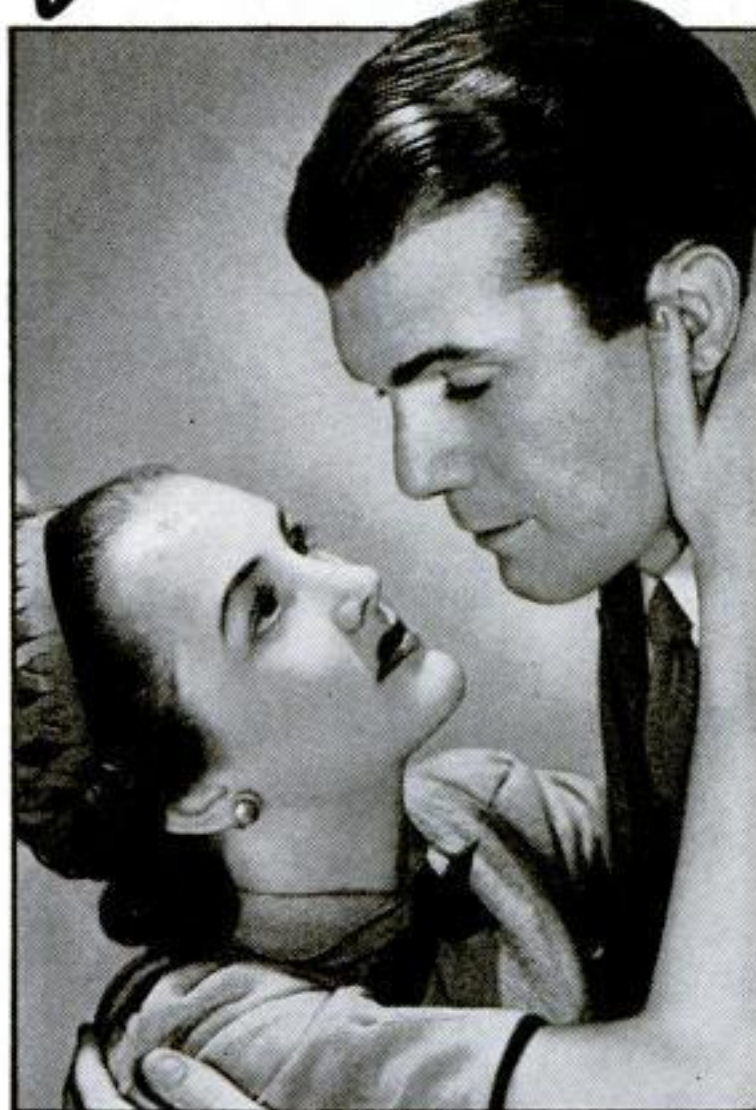


For a surrealist portrait of herself by Angus McBean, British Actress Diana Churchill (not to be confused with Winston Churchill's daughter Diana) cheerfully shoved her head through hole in board, rearranged her hair. McBean got idea while eating.



The finished portrait shows only Miss Churchill's carefully coiffured head, framed by a chair draped with black taffeta. McBean strove to give the impression that Miss Churchill's charming head was idly lying about on the floor of someone's house.

Just an inch and a half from a kiss!





More than 3,600 happy, contented Red Cross Shoe workers enjoy year-round employment. Reason for this steady employment is the devotion of both company and employees to the policy of making America's finest footwear at its price.



The last shall be first is the law when it comes to designing Red Cross Shoes. Here, designer Gaston Poirot is fashioning a smart, new 1940 style over one of the exclusive Red Cross "Limit" Lasts, secret of the perfect fit of Red Cross Shoes.



With hands skilled by long practice, Edna May Cullen performs the stitching operation on a Red Cross Cobbie, the famous sport shoe that has become such a favorite with Young America.



The tremendous production of Red Cross Shoes keeps the wheels of many another industry turning. Here is part of the million fine skins used yearly by The United States Shoe Corp.

An Exciting Glimpse behind the scenes at the making of RED CROSS SHOES

Up the steps of a vine-clad building in Cincinnati, recently strode famed photographer, Wallace Kirkland. His assignment? A behind-the-scenes picture story of the making of Red Cross Shoes.

But the drama of the growth of The United States Shoe Corporation, makers of Red Cross Shoes, is something which not even the most skilled camera could be expected to capture. For it is a growth that has seen Red Cross Shoe production increase from 750 pairs a day in 1931 to over 13,000 pairs a day in 1940; that has seen The United States Shoe Corporation become one of the world's largest exclusive manufacturers of women's fine shoes.

This inspiring business drama is one in which smart American women have played an important role. For it is their demand for Red Cross Shoes that has called for large expansion, new factories, increased employment.

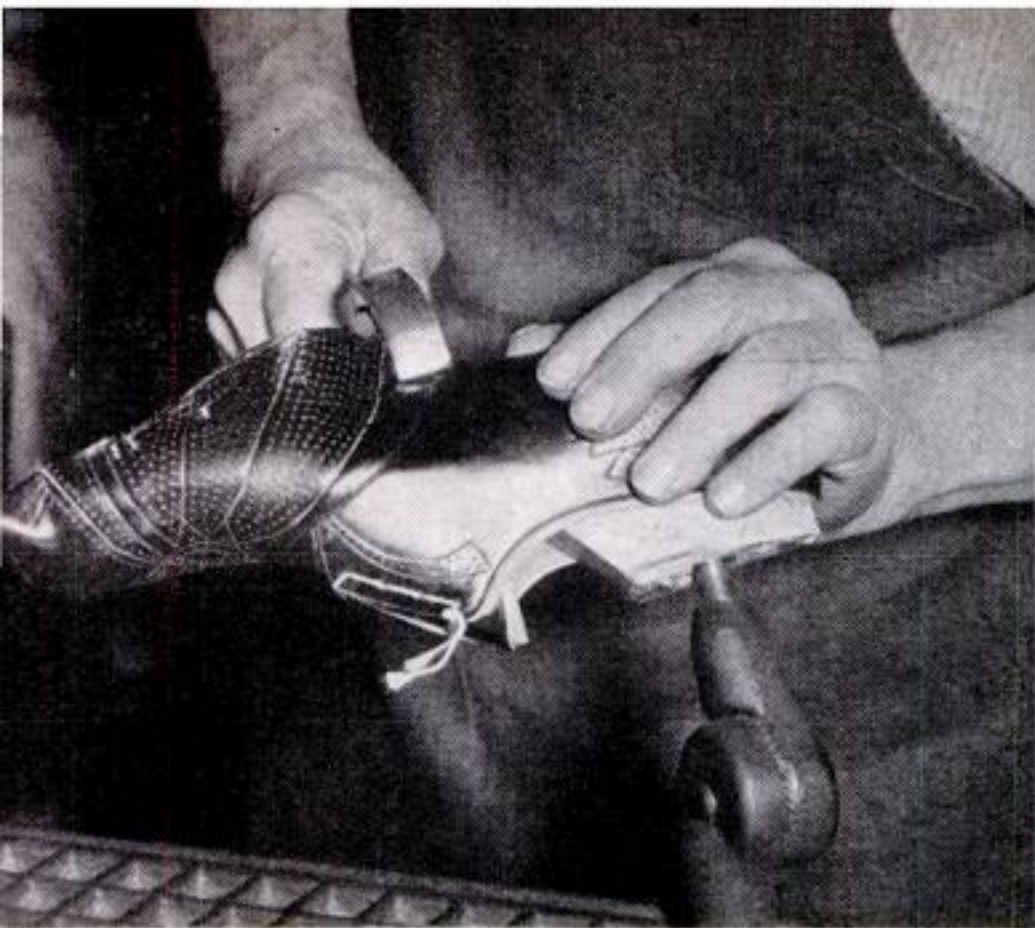
THE UNITED STATES SHOE CORPORATION, CINCINNATI, OHIO



A sharp knife, sharp eyes, and a skill born of 40 years of experience, enable Ed Rackers to not only cut each shoe precisely according to pattern . . . but also to the proper grain of the hide. This insures better appearance as well as maximum wearing qualities for Red Cross Shoes. In the making of certain styles of Red Cross Shoes, more than 560 separate operations are required.



PICTURED ARE A FEW OF THE LOVELY
Copyrighted material



Of particular importance is the "lasting" operation. Red Cross Shoes owe their perfect fit to the "Limit" Lasts, over which only Red Cross Shoes can be made.



Here, experienced operator Estil McNeil firmly attaches the correct leather heel to a Red Cross Shoe with the aid of a deft machine that drives in five nails in one lightning operation.



Advertisement

"Made over exclusive 'Limit' Lasts." The proud label used for almost half a century is placed on Red Cross Shoes of exacting specifications, which insure outstanding smartness and comfort to millions of women, everywhere.



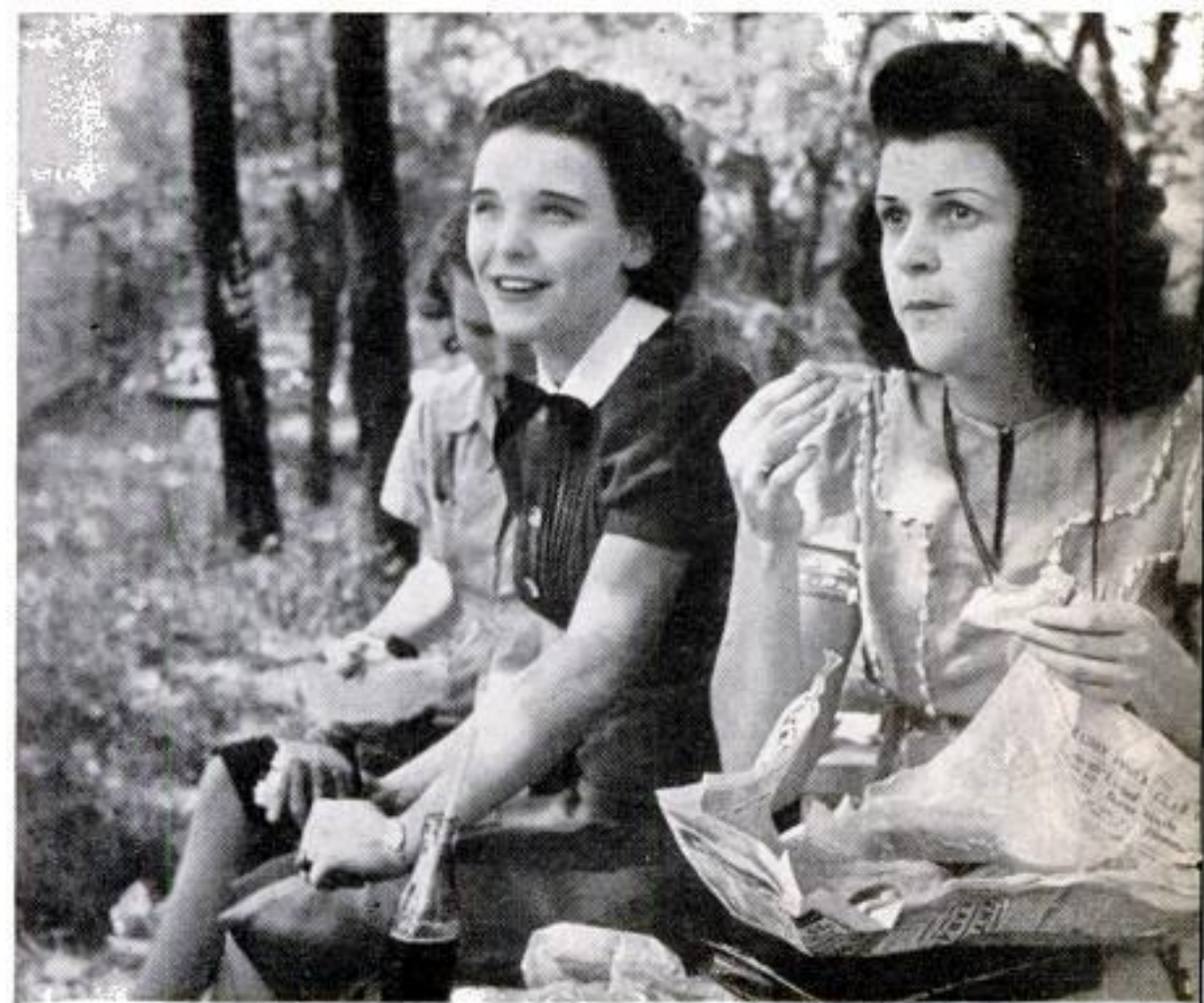
In the Cincinnati factory alone, more than 1,800 men and women devote their skill to the making of the famous Red Cross Shoes. Throughout the entire "depression" it was not necessary to lay off a single Red Cross Shoe employee because of lack of production. Year after year, America's demand for Red Cross Shoes has increased, until today, in the three great modern plants of The United States Shoe Corp., production has reached over 13,000 pairs per day.



Final inspection. Before it can leave the factory, every Red Cross Shoe is given a series of *four* final inspections under watchful eyes of such experts as Stella Lanzoratto.



Typical of Red Cross Shoe employees is Robert Kline, whose chief interests are his family and his fine new home in Pleasant Ridge. Red Cross Shoe employees are sound, respected and home-loving members of their community.



Under shady trees on the spacious lawn surrounding the Red Cross Shoe plant in Cincinnati, employees Henrietta Cook and Helen Turner enjoy their noonday lunch together.

RED CROSS SHOES WHICH WILL BE SEEN ON THE FEET OF AMERICA'S SMARTEST WOMEN.

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RACHMANINOFF GIVES HIS 1529th RECITAL



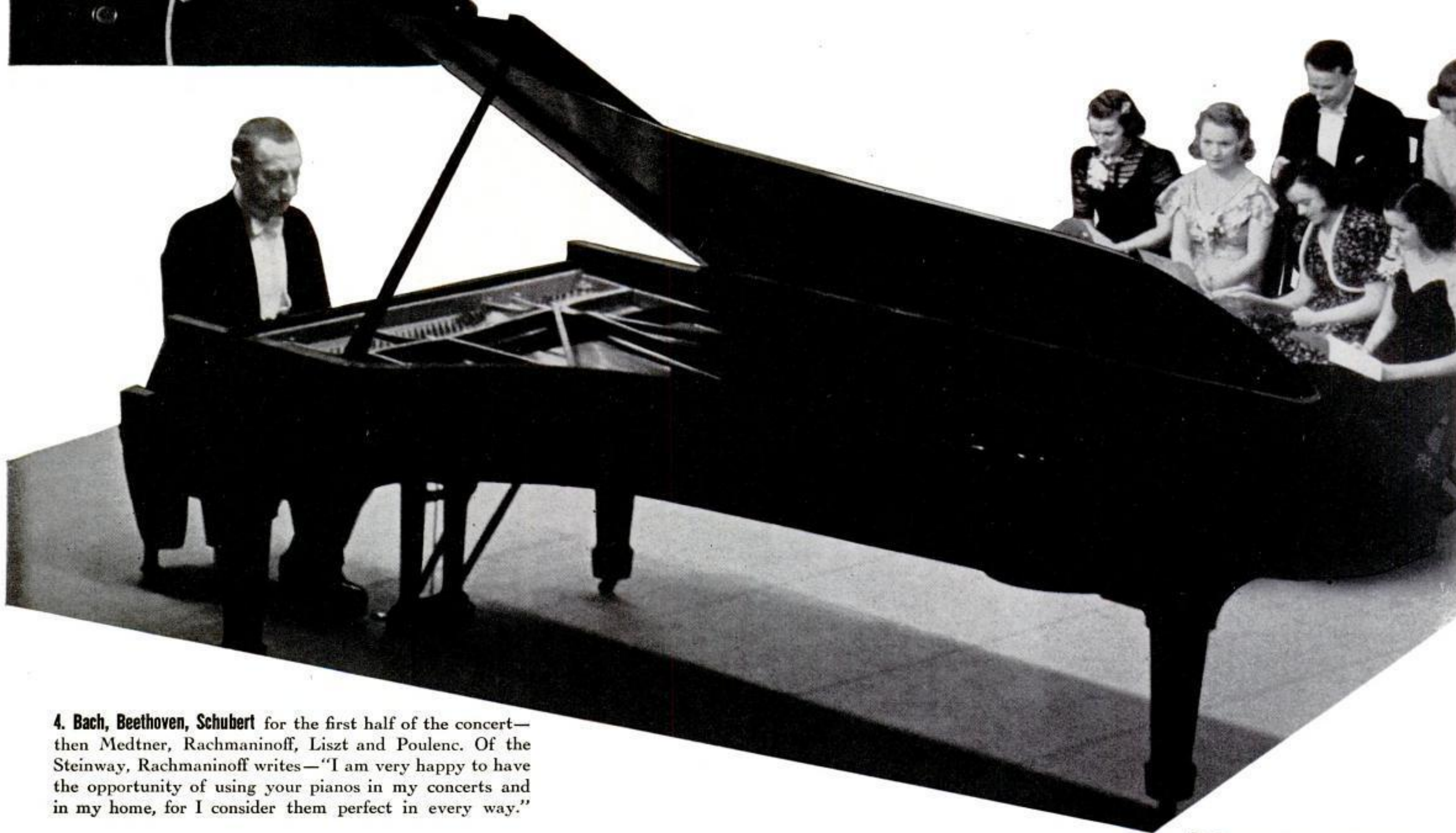
1. The great artist tours America for the 23rd time. His final concert was to a sold-out house at Wellesley College, Mass., in New England's worst blizzard of the winter.



2. Students greet Rachmaninoff in the Green Room. Storm-blocked roads delayed concert-goers and pianist alike. . . . Rachmaninoff warms his fingers in the famous electric pad.



3. Curtain 8:30—but, three hours before the concert is scheduled to begin, the skilled hands of an expert craftsman tune the Steinway Concert Grand piano.



4. Bach, Beethoven, Schubert for the first half of the concert—then Medtner, Rachmaninoff, Liszt and Poulenc. Of the Steinway, Rachmaninoff writes—"I am very happy to have the opportunity of using your pianos in my concerts and in my home, for I consider them perfect in every way."



The Steinway Vertical—an exquisite new instrument, deep-toned, mellow, and only 40 inches high. The price, the lowest ever asked for a Steinway, only \$495 (Sheraton, ebonized). Convenient terms. Pay down only **\$49⁵⁰**

You can own a Steinway as perfect in tone and action, as sensitive, as enduring as the Steinway which Rachmaninoff plays—and for only \$98.50 down! This superb instrument, favorite of virtually every great artist since Wagner and Liszt, is available on the most convenient terms.

Consult your local Steinway dealer for purchase arrangements. (Prices quoted here are f.o.b. New York City.) Your Steinway will last a lifetime. And no other lifetime investment costs so little, gives so much! The \$985 model, ebonized, for only **\$98⁵⁰**

STEINWAY & SONS, FOUNDED 1853 IN NEW YORK CITY
STEINWAY HALL, 109 WEST 57TH STREET, NEW YORK DOWN

STEINWAY
THE INSTRUMENT OF THE IMMORTALS



5. Encore! Generously responding to the applause of the enthusiastic college audience, Rachmaninoff plays many encores; then leaves for Boston to catch the midnight train.

CONTENTS

THE WEEK'S EVENTS

Germany and Britain Push a Desperate Race Against Time into Norway . . .	25
The Action in Norway, by Major George Fielding Eliot . . .	26
The Prospect in Norway, by Captain B. H. Liddell Hart . . .	27
LIFE on the Newsfronts of the World . . .	30
Mrs. James Roosevelt Sits for a Portrait . . .	31
The Lake Shore Limited Kills 30, Injures 100 . . .	32
British Farmers Plough Their Fields by Night . . .	33
British Blue-noses Crack Down on Wartime Nudity . . .	34
Milwaukee's Lyric Mayor Lifts His Voice in Song . . .	35
Republicans Make First Campaign Movie of 1940 . . .	36
Reliefers in Pittsburgh Rebel Against Pennsylvania Milk Act . . .	38

CLOSE-UP

Raeder the Raider . . .	86
-------------------------	----

PHOTOGRAPHIC ESSAY

World Sea Power . . .	75
-----------------------	----

MODERN LIVING

Increasing Zest for Garden Work Creates New Field for Stylists . . .	43
--	----

THEATER

"Ladies in Retirement" . . .	49
------------------------------	----

SCIENCE

Electron Microscope Magnifies Invisible World 25,000 Times . . .	54
--	----

ART

A Portrait of Katharine Cornell . . .	47
The Du Bois Family Is an Art Foursome . . .	58

RADIO

Dartmouth Students Ape Big-Time Shows . . .	64
---	----

SPORTS

Girl Swimmers from New York Set New World's Record . . .	69
Wrestlers Wear Strange Costumes for a New Gag . . .	72

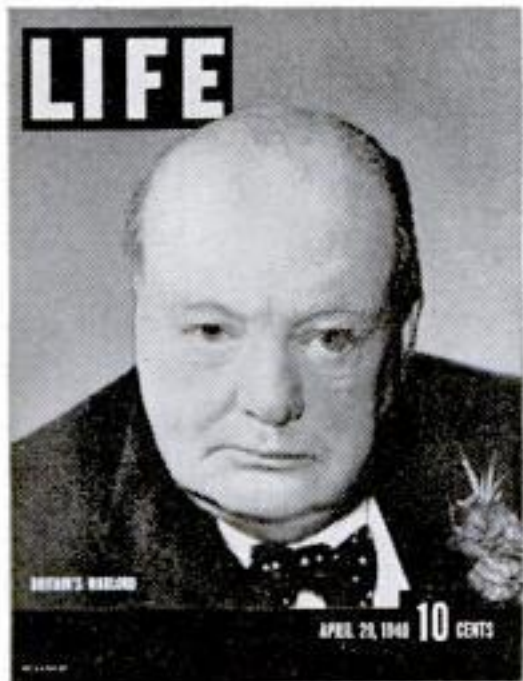
BOOKS

"Elizabeth," of German Garden Fame . . .	106
--	-----

OTHER DEPARTMENTS

Letters to the Editors . . .	2
Speaking of Pictures: Tricky Props Create Illusions . . .	16
LIFE Goes to a Boys' Battle in Waterbury, Conn. . .	100
Pictures to the Editors . . .	108

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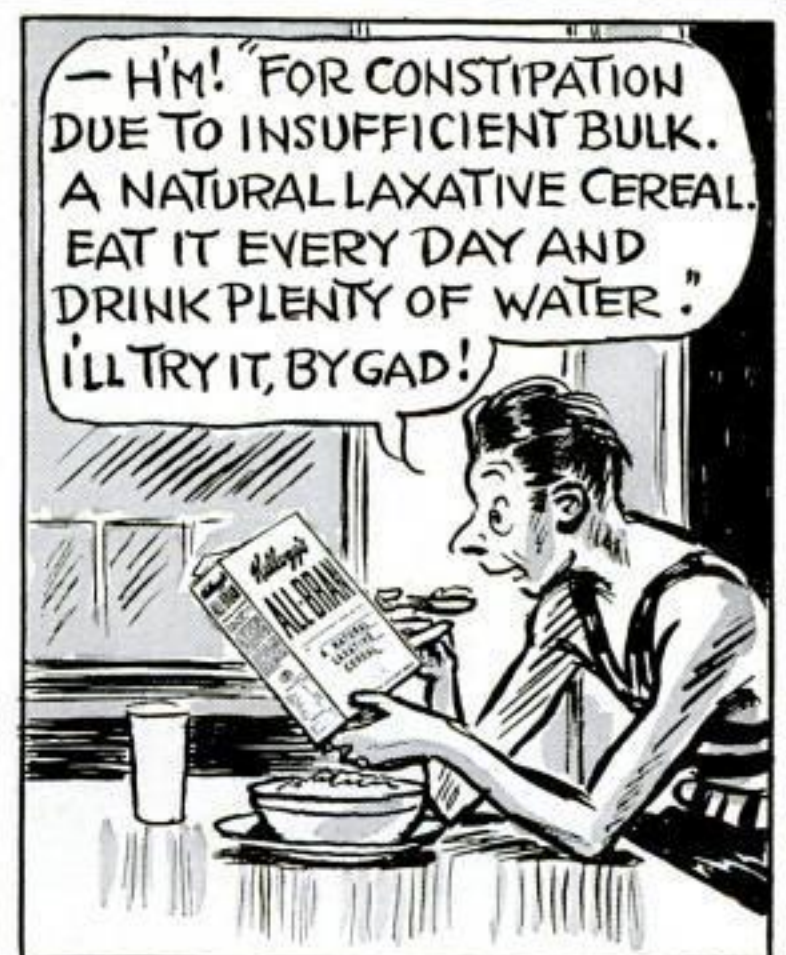


LIFE'S COVER. The disillusioned cherub's face on the cover is that of the driving brain behind the British fighting effort, Winston Churchill, First Lord of the Admiralty and chairman of the Supreme Defense Council. Sea power is his specialty and in this issue LIFE examines it. On page 75 is quoted Churchill's famous bugle blast for the capital ships now in his charge. He had same job in 1911-15. Then his two chief acts were to launch the British marines at the German flank on the Belgian coast and to attempt the flank attack at Dardanelles.

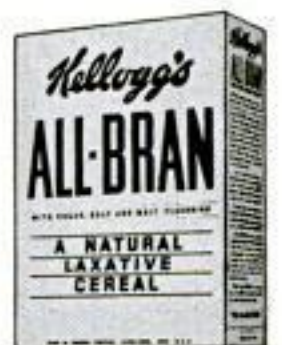
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LIFE OF THE BEACH!

—by C. A. Voight



IS there a better way to correct constipation than just bearing it first and trying to cure it later? There is, if it's the common kind (due to lack of the right kind of "bulk" in the diet). Get at the cause and prevent the trouble with that crisp, bulk-rich cereal — KELLOGG'S ALL-BRAN. Eat it daily, and drink plenty of water. Made by Kellogg's in Battle Creek.



Copyright, 1940, by Kellogg Company

**Join the "Regulars" with
KELLOGG'S ALL-BRAN**



By the time you've smoked a cigarette

the Mimeograph duplicator could get out 500 copies of something to make and/or save you money



Just eight or ten minutes ago the stack of finished work in the hands of the young lady was just a gleam in the brain of her boss—that's how quickly you can work with the Mimeograph duplicator!

Those copies might be product announcements that would launch 500 sales . . . or simplified accounting forms that would save 500 pennies every day. You get out such things with the Mimeograph duplicator without detours, and with pride in their looks.

A simple survey would bring to light a lot more problems it could serve too.

There's now a complete family of Mimeograph duplicators in four price brackets... They are the culmination of a four-year program of modernization, which more than ever makes them the world's standard of office duplication.

They are streamlined in looks, streamlined in engineering, streamlined to make and/or save money for your business. Get the full story from the local Mimeograph distributor listed in your 'phone book. A. B. Dick Company, Chicago.

Mimeograph

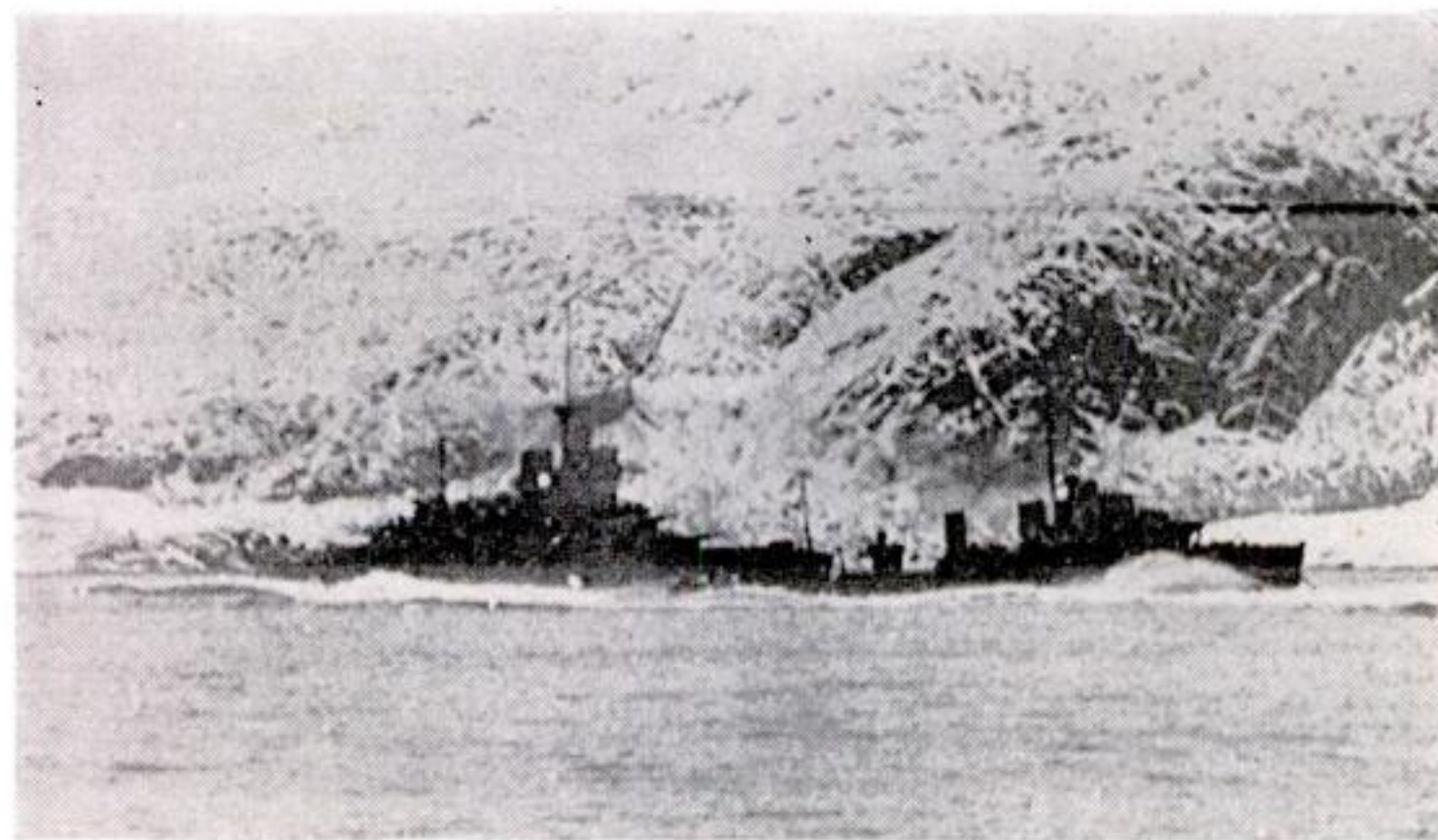
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DESTROYER THAT CAPTURED NARVIK LANDS MARINES NOTABLY MINUS HELMETS ON DOCK. SAILOR IN FOREGROUND. DESTROYER IS STRIPPED FOR ACTION



GERMAN SHIP SUNK IN NARVIK BY FIRST UNSUCCESSFUL BRITISH RAID, APRIL 10



BATTLESHIP "WARSPITE" (LEFT) BLINKING SEARCHLIGHT, AND DESTROYER AT NARVIK

GERMANY AND BRITAIN PUSH A DESPERATE RACE AGAINST TIME INTO NORWAY

Out of a fog of censorship and false rumor emerged last week the outlines of a great race into Norway by Germany and the Allies. The first pictures of this 1,000-mile battlefield are shown on these pages. Germany was using not only ships but also big transport planes to get its expeditionary force across the Skagerrak. Britain was using its Navy to convoy an Allied expeditionary force across the North Sea.

Both sides were jamming into the operation all the speed they could manage. Both sides were trying to interfere with the other's landing. So far both sides had failed. The British had not taken the enormous risk of sending a surface fleet into the Skagerrak and keeping it there, under the whole German Air Force.

The German Air Force, on the other hand, had not blasted the British landings back into the sea. The big advantage that Germany had was that it had got there first. The big advantage that Britain had was that Norway was fighting, as best it could, on the Allied side. The long-range ace in the British hole was that the Allied forces at Narvik in the far north were in position to seize the Swedish iron mines and starve Germany for iron.

The dreadful interval of waiting for the final grapple was filled with catch-as-catch-can episodes. Possibly the most exciting of all these was the fight for Narvik. The picture at top shows German Marines landing at Narvik from a German destroyer on

April 9, first day of the invasion. It was taken by a German who was later captured and whose film was developed and released by the British. A German at Narvik also took and the British also released the picture at left above, showing the results of the first British destroyer raid on Narvik on April 10. After this false start, the British Navy sent the battleship *Warspite* and a flotilla of destroyers into Narvik fjord on April 13 and sank all the German ships found there. After the *Warspite* (above, right) had left Narvik, the Germans reoccupied the town. The British captured it once again and the Germans fell back into the hills. For the whole strategy and tactics of the Norwegian campaign, turn the page.

THE ACTION IN NORWAY

Germans bank heavily on air supremacy

THE FAEROES

by MAJOR GEORGE FIELDING ELIOT

British Navy convoys transports to Narvik in North, protects British troop landings at Namsos, Åndalsnes, Molde and Laerdal

Swedish military base at Östersund threatens Germans at Trondheim.

Chief German attack fans out by air and land from Oslo. Norwegians are fighting along railways to Kristiansand, Bergen, Åndalsnes, Trondheim but toward the east Germans have reached Swedish border. Away from Oslo, the terrain becomes very difficult.

The British Navy, by use of submarines and mines, has made precarious German sea communications across Skagerrak. German ships are absolutely necessary to carry across huge tonnages required to fight modern mechanized war against an equally modern enemy, British expeditionary force now landing in the north.

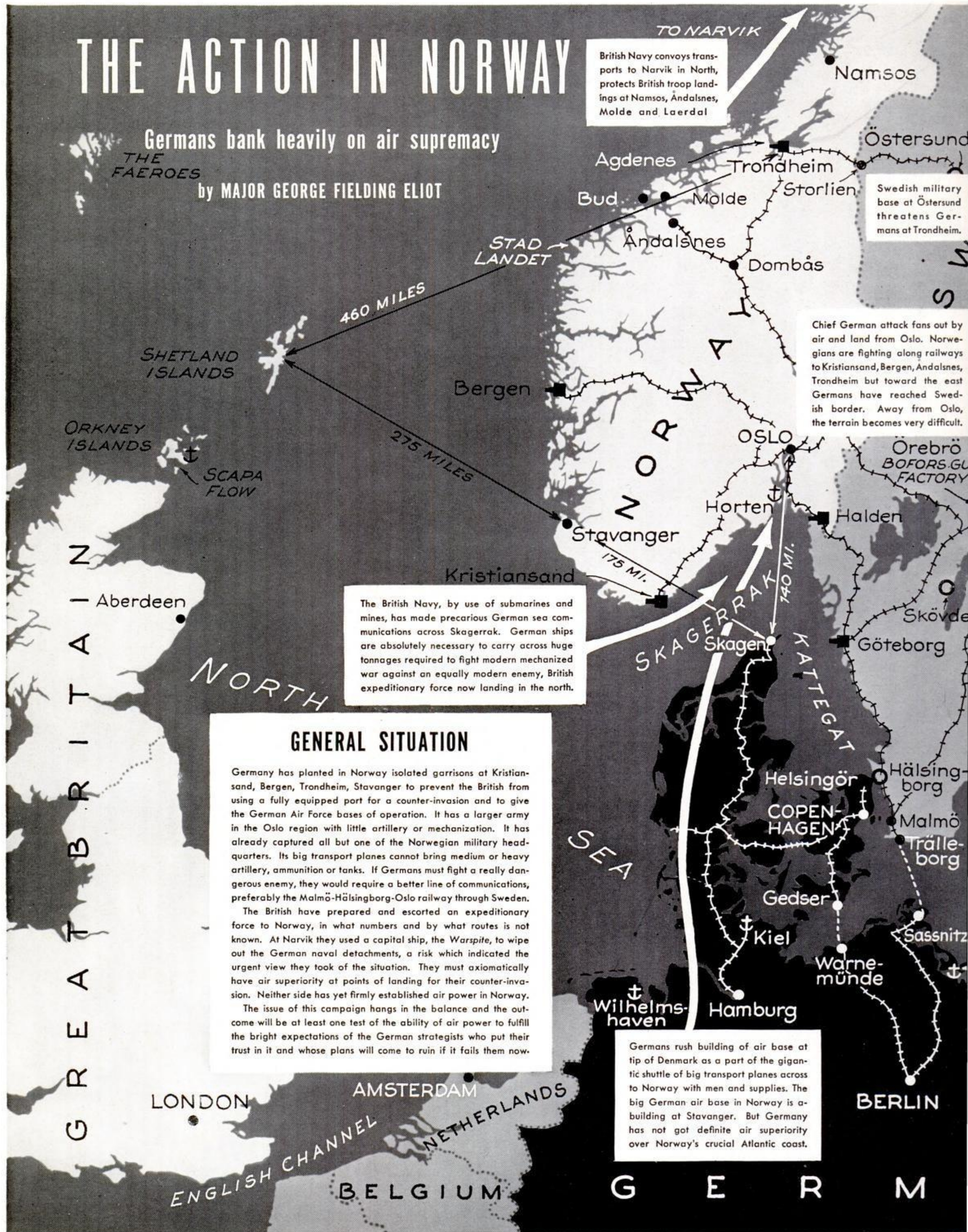
GENERAL SITUATION

Germany has planted in Norway isolated garrisons at Kristiansand, Bergen, Trondheim, Stavanger to prevent the British from using a fully equipped port for a counter-invasion and to give the German Air Force bases of operation. It has a larger army in the Oslo region with little artillery or mechanization. It has already captured all but one of the Norwegian military headquarters. Its big transport planes cannot bring medium or heavy artillery, ammunition or tanks. If Germans must fight a really dangerous enemy, they would require a better line of communications, preferably the Malmö-Hälsingborg-Örebro railway through Sweden.

The British have prepared and escorted an expeditionary force to Norway, in what numbers and by what routes is not known. At Narvik they used a capital ship, the *Warspite*, to wipe out the German naval detachments, a risk which indicated the urgent view they took of the situation. They must axiomatically have air superiority at points of landing for their counter-invasion. Neither side has yet firmly established air power in Norway.

The issue of this campaign hangs in the balance and the outcome will be at least one test of the ability of air power to fulfill the bright expectations of the German strategists who put their trust in it and whose plans will come to ruin if it fails them now.

Germans rush building of air base at tip of Denmark as a part of the gigantic shuttle of big transport planes across to Norway with men and supplies. The big German air base in Norway is a-building at Stavanger. But Germany has not got definite air superiority over Norway's crucial Atlantic coast.



THE PROSPECT IN NORWAY

Allies must move fast against Germans, says British military expert

by CAPTAIN B. H. LIDDELL HART

While much of the situation in Norway is still hazy, the outline of the German plan of invasion is clear. So is its purpose. The German command chose to play for the highest stakes rather than for what they could safely afford to venture.

A more cautious strategy would have confined their primary stroke to a landing at Oslo and on the south coast of Norway. By this, the expedition would have kept within the comparatively sheltered waters of the Skagerrak while the whole strength of destroyers could have been employed to protect the passage against British submarine attack. Subsequently, their fleet could have moved westward into the open sea to lie in wait for the British troop convoys that might be anticipated and harass these as far as possible without endangering their own getaway.

By such a partial aim, the Germans might safely have counted on occupying the whole of the south of Norway, as far west as Stavanger—the best available airbase. They might even have been able to push through the mountains before the dazed Norwegians could improvise an adequate defense and reach Trondheim and Bergen overland.

By attempting the bigger stroke of seizing Norway's western and southern parts simultaneously, as they actually decided to do, the Germans had a fair chance of gaining complete possession of Norway before the Allies could make any reply. Even if the Norwegian Government did not capitulate—as proved to be the case—the audaciously complete plan which the Germans adopted was the best means of blocking a British move to Norway's relief. For so long as the main west coast ports were occupied the Norwegian troops in the interior would be cut off and an Allied landing in force might be hindered and delayed until Norwegian resistance had collapsed.

Against these potential advantages, however, the Germans had to face two heavy risks: 1) that the troop ships dispatched up the west coast might be intercepted and sunk on the way; 2) that the warships used to protect the move and safeguard the occupation might be sacrificed in the fulfillment of that mission.

The first of these risks was avoided with a remarkable degree of success. The sea is a bigger place than it appears on the map, and is apt to be obscured by a climate cloak that is not apparent there. Moreover, the chain of rocky islands which stretches along Norway's coast affords natural cover for a move which is seeking to escape detection. No zone of operations could be more convenient for any force seeking surprise.

The second risk, however, matured. And the German Navy has had to pay a heavy price for the opening success it enabled the German Army to achieve.

Nevertheless it has to be recognized that the boldness of the German plan has been repaid by the gain of important advantages so far as the immediate object is concerned. Once the west coast ports were occupied it was obvious that the Norwegians' capacity for sustained resistance was gravely endangered. It spelled the dislocation of their mobilization. It was all the worse because the rugged and barren interior of the country contains only a few small towns so that the Norwegians cannot reckon on obtaining either the reserves or resources required for a prolonged struggle.

The British military expert whose peacetime predictions are standing up in the test of this war is Captain B. H. Liddell Hart. He has always emphasized that frontal attacks are a mistake, the importance of mechanization and of anti-aircraft guns. His most famous book is *The Real War, 1914-18*, his latest *The Defence of Britain*. An old Army man and War Office adviser, he wrote *LIFE's Close-up on Generalissimo Gamelin* (*LIFE*, Feb. 20, 1939).

Geography specially favored the invaders' daring plan, since the very strokes which put them in possession of Norway's chief ports placed them within reach of all the railway connections with Sweden, thus enabling them to isolate the Nor-

wegian forces all the more completely.

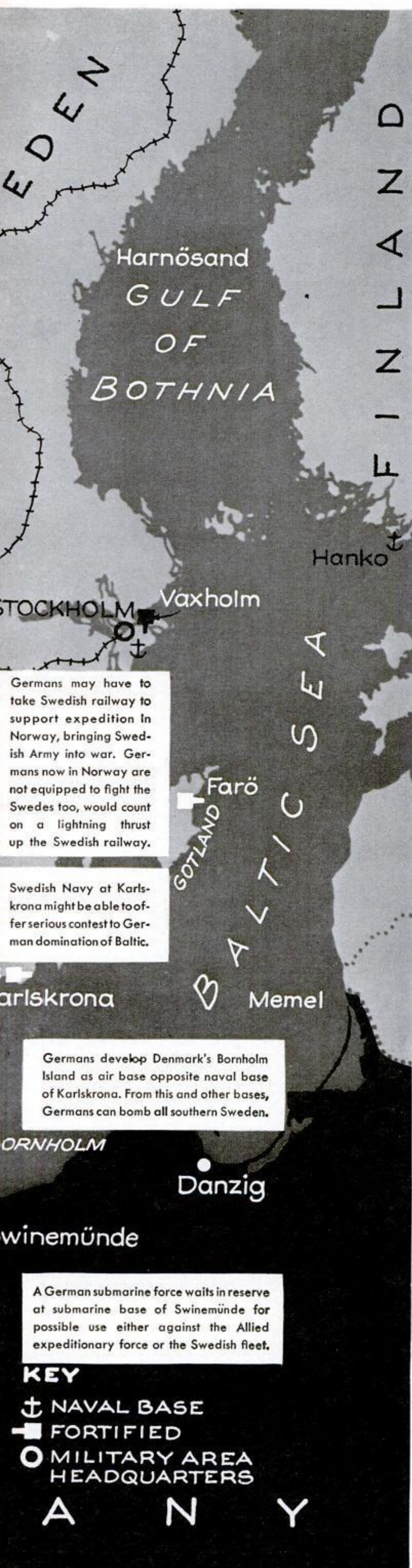
If relief was to come while they were still holding out, it was clear that it must be quick. Time was the crucial factor. Swiftmess mattered more than strength—since "Possession is nine points of the war" under modern conditions. A few hundred extra men may enable a key position to be retained, whereas 1,000 may not avail to regain it later.

If ever there has been a case where audacity is required to counter and retrieve the effects of the invaders' initial audacity, the Norwegian campaign provides it. Time is already slipping away. While it is a notable achievement to have prepared and transported across the sea the first installment of a British expeditionary force within a week of the German coup, the prospect would have been better if such a force had been held ready to embark before the Allies manifested their intentions of tightening the North Sea blockade.

The chances now must largely depend on whether the British can find or force an entry in the Trondheim region through which they can bring relief to the scattered Norwegian forces in the center of the country. Unless this can be done in time the Germans may consolidate their occupation behind a strategic barrier established across the neck of land between Trondheim and the Swedish frontier. While the British recapture of Narvik will save the northern part of Norway, and may have a wider effect indirectly on the general outlook of the war, it cannot be expected to exert direct influence on the main campaign in Norway.

The future will turn on what happens in the next week or so. No reasonable calculation of the Allies' ability to drive the Germans out of Norway as a whole can be made until it is seen whether the local situation in the Trondheim zone can be retrieved, and that route of entry for relieving forces reopened. One basic factor which is clear is that the cramped mountain valley routes of advance limit the size of the forces that can be effectively used. For this reason the chances of loosening the invaders' hold are likely to be determined by the extent to which the Allied navies can curtail the further passage of German reinforcements and munition supplies through the Skagerrak to Oslo.

The more success they have in blocking that passage the more risk Germany may attempt in order to force an alternative land passage through Sweden. On the other hand, by that step Germany would automatically forfeit the Swedish iron ore supplies until and unless she conquered the whole country. The British recapture of Narvik may be a further check on that development, especially if the German detachment there has been overcome before it destroys the railway into Sweden. For by that route Allied troops could be poured into the north of Sweden, not only to make the iron fields secure, but to assist in the defense of southern Sweden. Moreover the assurance that the way had been opened for such aid would immediately allow Sweden to release reserves from her northern frontier to strengthen her concentration against invasion in the south.

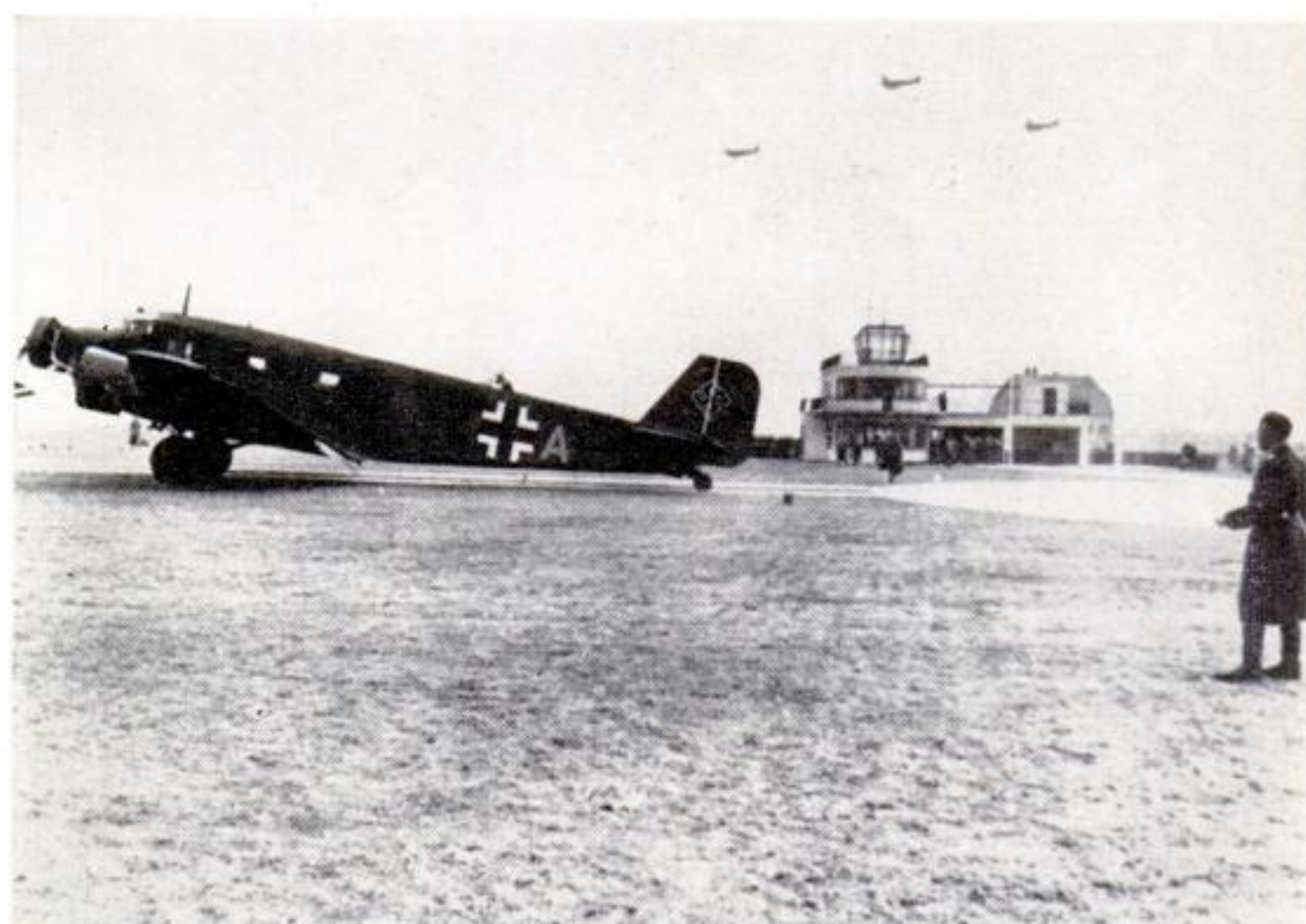


(continued)

GERMAN MACHINE ROLLS INTO SCANDINAVIA AS A B.E.F. GETS GOING SLOWLY



On march into Denmark, German Army posts anti-aircraft gun crew (*foreground*) at a strategic point to guard against possible British bombers. None appeared. A motorized anti-tank battalion moves along the road. Such perfectly rehearsed columns, some advancing the whole 200-mile length of Denmark in one day, made Danish organized resistance totally impossible.



Danish air base is promptly taken over by Germany on first day of invasion. Here a Junkers Ju-52 transport lights on the field, while three other German planes circle in the sky. Danish air bases, possibly near Skagen on the tip of the peninsula, are a key link in the German plan for the conquest of Norway by the German Air Force. Norway is a half-hour away.



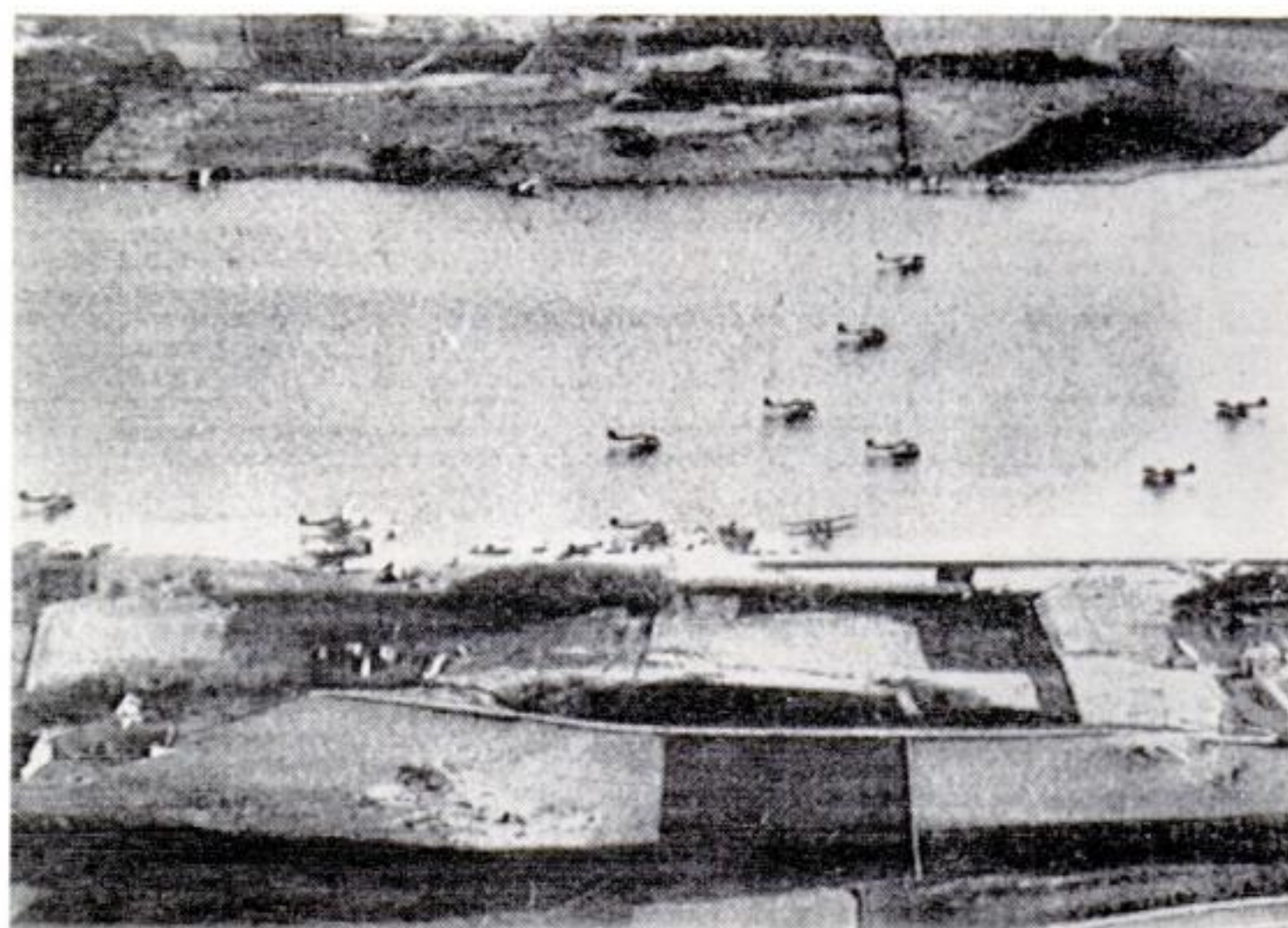
British expeditionary force, bound for Norway, is photographed in an unnamed Scottish port, possibly Aberdeen, which is almost directly opposite Stavanger. These Britons in the new British "battle dress," sitting here on their battle packs and steel helmets, are equipped for winter fighting. Later, France also sent some troops to Norway.



British destroyer "Glowworm" fell behind its mining squadrons to pick up a man overboard and was sunk by a whole German squadron. Here it lays a smokescreen in a vain attempt to cover its escape while a German shell splashes just short of it. In foreground is the foredeck of a swastika-marked German ship, possibly the German heavy cruiser *Admiral Hipper*.



Into Trondheim harbor, nearly two-thirds of the way up to Narvik, a German heavy ship not cleared for action safely brings a convoy of transports (*left*). Trondheim, set back in its deep fjord, scarcely resisted. Germans hastily planted big guns and drove east to the Swedish border. British forces landed to the north and south while British planes bombed Trondheim.



German sea planes lie on one of the narrow channels that surround Stavanger. Here at Stavanger was Norway's chief air base, now Germany's principal advanced air base for bombing the British landing in Norway. British have bombed it repeatedly, adding the supreme insult to the German Air Force of sending in battleships to shell the airport from offshore.



↑
Explanation of invasion is given foreign newspapermen in Berlin by German Foreign Minister von Ribbentrop (*center, leaning on table*) on April 9 at 11 a. m. Citing British laying of mines and British bombardment of Copenhagen in 1807, he promised that "Germany will take care that no Frenchman or Englishman will be seen in Norway."

Epilog of invasion is acted out in conquered Poland, whence this gruesome picture was recently smuggled. This amazing gallows on wheels was rolled through the streets of Warsaw to show Poles what happens to civilians who dare resist the German conquerors. Norwegians not in uniform who snipe at German soldiers risk the same fate.
 ↓



LIFE ON THE NEWSFRONTS OF THE WORLD

Roosevelt raps Nazis and warns Japanese while neutral Europe quakes with fear of war

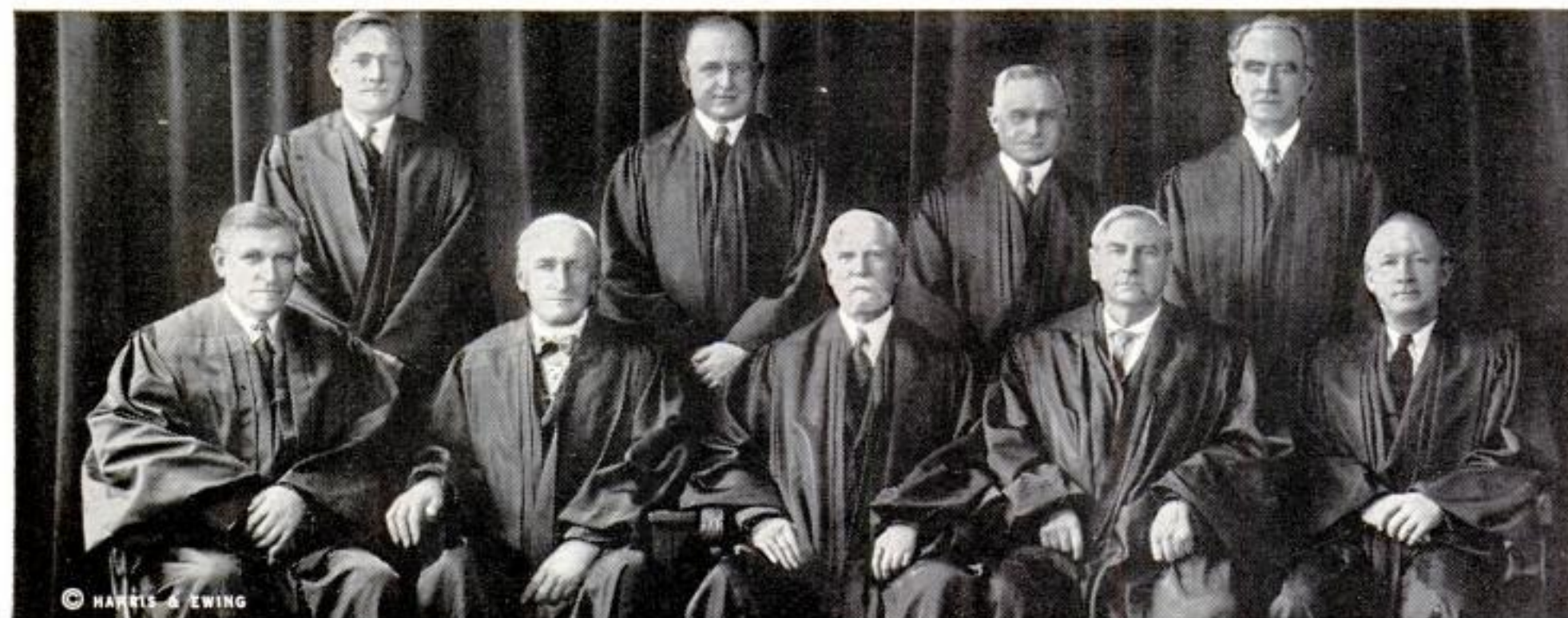
On April 18 the President of the United States, tired and tense, departed from Washington for a vacation in Warm Springs, letting it be known that his special train would be held ready to speed him back to Washington on two hours' notice—specifically “if another country is invaded.” Four times in the week past his intense concern with the state of the world had driven him to public speech. First had come two blasts at Nazi force, one specifically deploring the Nazi invasion of Denmark and Norway. Two days



ROOSEVELT

later he spoke (left) before the governing board of the Pan American Union, once more denouncing Nazi methods and summoning the Americas to be ready “to meet force with force.” Neither of these declarations was novel news. The third definitely was. Issued first by Secretary of State Hull, and endorsed by the President next day, it was couched in customarily mild and vague diplomatic terms. But nobody mistook its meaning. Here for the first time was no lofty statement of principle, no denouncing & deploring after the event, but an unmistakable warning in advance: let Japan stay out of The Netherlands Indies, source of much U. S. rubber and tin—or else. Startled Americans looked to their fleet, and to Japan's (see pp. 75-85).

Murphy over Miami. Almost immediately after being sworn in as the fifth Roosevelt appointee to the Supreme Court, red-haired Frank Murphy jaunted off to Florida for a vacation. Rumors flew that Mr. Justice Murphy hated his new job, that Chief Justice Hughes was furious at him for playing hooky. Actually the new Justice went with the Chief Justice's express permission, given because he was ineligible as ex-Attorney General to participate in the immediately pending cases. But in Washington a good piece of gossip dies hard. Feature of the irreverent Gridiron Club's show April 13 was a skit in which eight be-robed “Supreme Court Justices” appeared on the stage and, after someone had remarked on the missing ninth, a husky Gridironer pranced on the stage in red wig and bathing suit, carrying a parasol and singing *Moon Over Miami*. In the new official picture of the Supreme Court released last week, taken to mark the new member's accession, Mr. Justice Murphy appears in fitting dignity beside his eight new colleagues (below).



THE NEW OFFICIAL PHOTOGRAPH OF THE UNITED STATES SUPREME COURT

Neutral Jitters. On April 5 Norwegian civil and military officials were invited to the German Legation in Oslo to see a movie. The movie was a terrifying record of the German invasion of Poland, called *Baptism of Fire*. Four days later Nazi troops were in Oslo giving a flesh & blood performance.

Last week, on April 18, the Germans showed their movie again. This time it was to officials in Bucharest. No such baleful hint was needed to put Rumanians' nerves on edge. Torn between German and Allied threats and demands, and with Russian troops massing beyond their Bessarabian frontier, they along with the rest of neutral Europe last week were tensed for an invader's thrust at any moment.



GERMANS' FRIEND

King Carol's reaction to the tale of Norway's betrayal from within was to free the last of Rumania's imprisoned Nazi Iron Guardists, try to make peace with their leaders. Everywhere else in Europe, neutral governments began frantically rounding up Nazi sympathizers, cracking down on foreigners in general. Holland, with 50,000 Dutch Nazis, declared a national state of siege for the first time in nearly 100 years. Yugoslavia announced discovery of a plot to overthrow the government and rushed ex-Premier Milan Stoyadinovic, “the friend of Germany,” off to internment in a lonely mountain hamlet. Switzerland called up 60,000 more men to join its present mobilized force of some 400,000, broadcast a warning to citizens to beware of hoax radio announcements in event of invasion.

G.M. for C.I.O. Harassed by Columnist Westbrook Pegler's continued revelations of the criminal records of various A. F. of L. leaders, the A. F. of L.'s unhappy President William Green last week vented his helpless fury by accusing C. I. O.'s John L. Lewis of secretly plotting a revolution to make himself dictator of the U. S. Occasion was a campaign preparatory to the largest election ever held by the National Labor Relations Board, in which C. I. O.'s and A. F. of L.'s rival United Automobile Workers unions were vying for support of 137,000 General Motors employees throughout the land. The result of the election, held April 17, was a smashing 3-to-1 victory for C. I. O. Against five plants carried by A. F. of L., C. I. O.'s auto union won the right to be sole bargaining agent for workers in 51 G. M. plants.

Political Notes. Political event-of-the-week was the refusal of Ohio's Bob Taft to enter the Maryland Presidential primaries against New York's Tom Dewey. Faced with the results of a private poll of the Maryland electorate, and the fact that Dewey had secured commitments from leaders of both Republican factions in the State, Senator Taft abjectly declined Dewey's public challenge to a contest. Thus passed his last chance



PÉTAİN

to prove his vote-getting powers before the Republican convention. No contests are scheduled in the nation's remaining Republican Presidential primaries.

While Jim Farley was assuring his friends that a Hull-Farley Democratic Presidential ticket is now in the bag, Dr. Gallup announced that his poll-takers had been offering the voters a choice between Roosevelt and Vandenberg, and between Hull and Vandenberg. Results: Roosevelt 53%, Vandenberg 47%; Hull 58%, Vandenberg 42%.

A new Third Termite appeared in the person of France's old Marshal Henri Pétain. The hero of Verdun announced his hope that Roosevelt will be re-elected in order to assure the Allies of continued American support.

No-Hit Opening. In Washington on April 16 President Roosevelt opened the



FELLER & MANAGER

big-league baseball season by throwing out the first ball and almost smashing a cameraman's lens. But the real ball-throwing of the day was done in Chicago by 21-year-old Robert William Feller. Playing for the Cleveland Indians against Chicago's White Sox, he did what nobody had ever done before: pitched a no-hit, no-run game on opening day.

PICTURE OF THE WEEK

Last week Mrs. James Roosevelt, mother of the President, entered the studio of Douglas Chandor in Manhattan's fashionable 57th Street and seated herself in a comfortable chair, as she had on four previous occasions. For a half-hour or so Artist Chandor painted, while his wife, Ina, played Debussy on the piano. At the end Mr. Chandor told his subject she need not sit again. The portrait was done. Next day it was exhibited at a private showing for Mrs. Roosevelt and her friends. When Mrs. Roosevelt ordered the painting, she stipulated only that she must not look like “a grinning old lady.” For the portrait was a present for her son, designed to hang in his new library, now a-building at the Roosevelt Hyde Park estate.



ROOSEVELT'S MOTHER



Mrs. James Roosevelt sits for a portrait
as a present to her good son, Franklin



TRAIN HURTTLED ALONG TRACK AT BOTTOM LEFT, JUMPED TWO OTHER TRACKS, PILED UP AGAINST ROCK. THE LOCOMOTIVE IS BURIED BENEATH FIRST TWO PULLMANS

RACING TO SAVE 15 MIN., THE LAKE SHORE LIMITED KILLS 30, INJURES 100

ENGINEER JESSE EARL DIED AFTER RESCUE FROM CAB

Fifteen minutes late on its New York-Chicago run, the crack Lake Shore Limited raced up the Mohawk Valley on the night of April 19. Near Little Falls, N. Y., engineers are required to slow down to 45 m. p. h. for Gulf Curve, sharpest on the New York Central system. Going into Gulf Curve, the Lake Shore Limited was hitting 59. The locomotive jumped the track, hurtled over two other tracks, crashed head-on into a rock wall and ex-

ploded. Nine cars piled up like jackstraws behind it.

In the first two Pullmans, rescuers found mostly mangled bodies. In the next two were the worst injured. By noon next day there were 30 known dead, including Engineer Jesse Earl, and more than 100 wounded. Worst American railroad wreck since the *Olympian* killed 47 persons in June 1938, it made a dismal contrast with the safety record of U. S. airlines in finishing a full year without a fatality.

FEW CAME ALIVE OUT OF THIS TORN STEEL SLEEPER, SEEN NEAR WRECKING TRAIN IN PICTURE AT TOP





ONE OF ENGLAND'S 60,000 TRACTORS CHUFFS BY NIGHT ACROSS GRASSLANDS ON A HERTFORDSHIRE COUNTY FARM, TURNING NEW SOIL FOR DELAYED SPRING SOWING

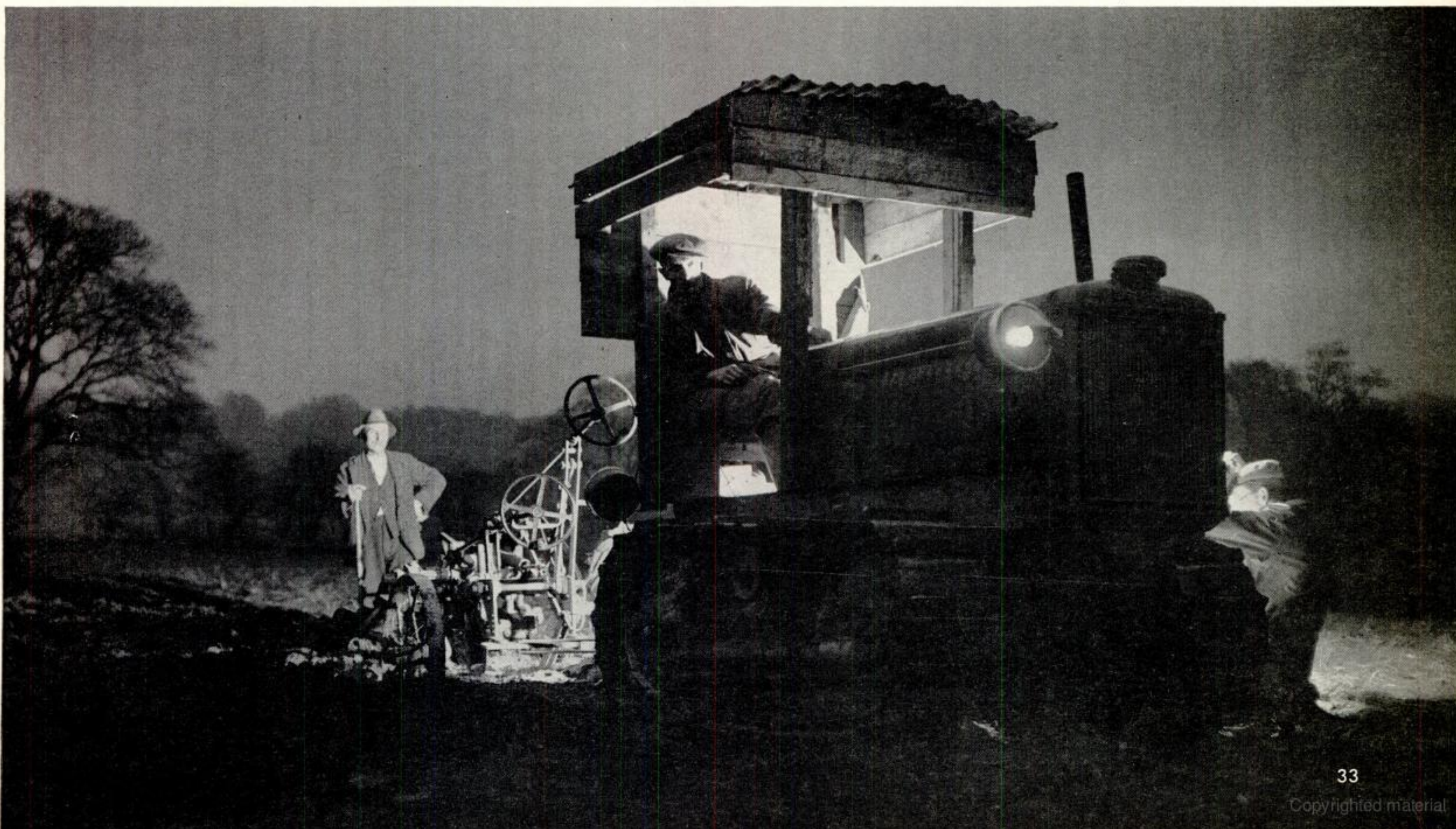
BRITISH FARMERS PLOUGH THEIR FIELDS BY NIGHT IN RACE AGAINST SPRING

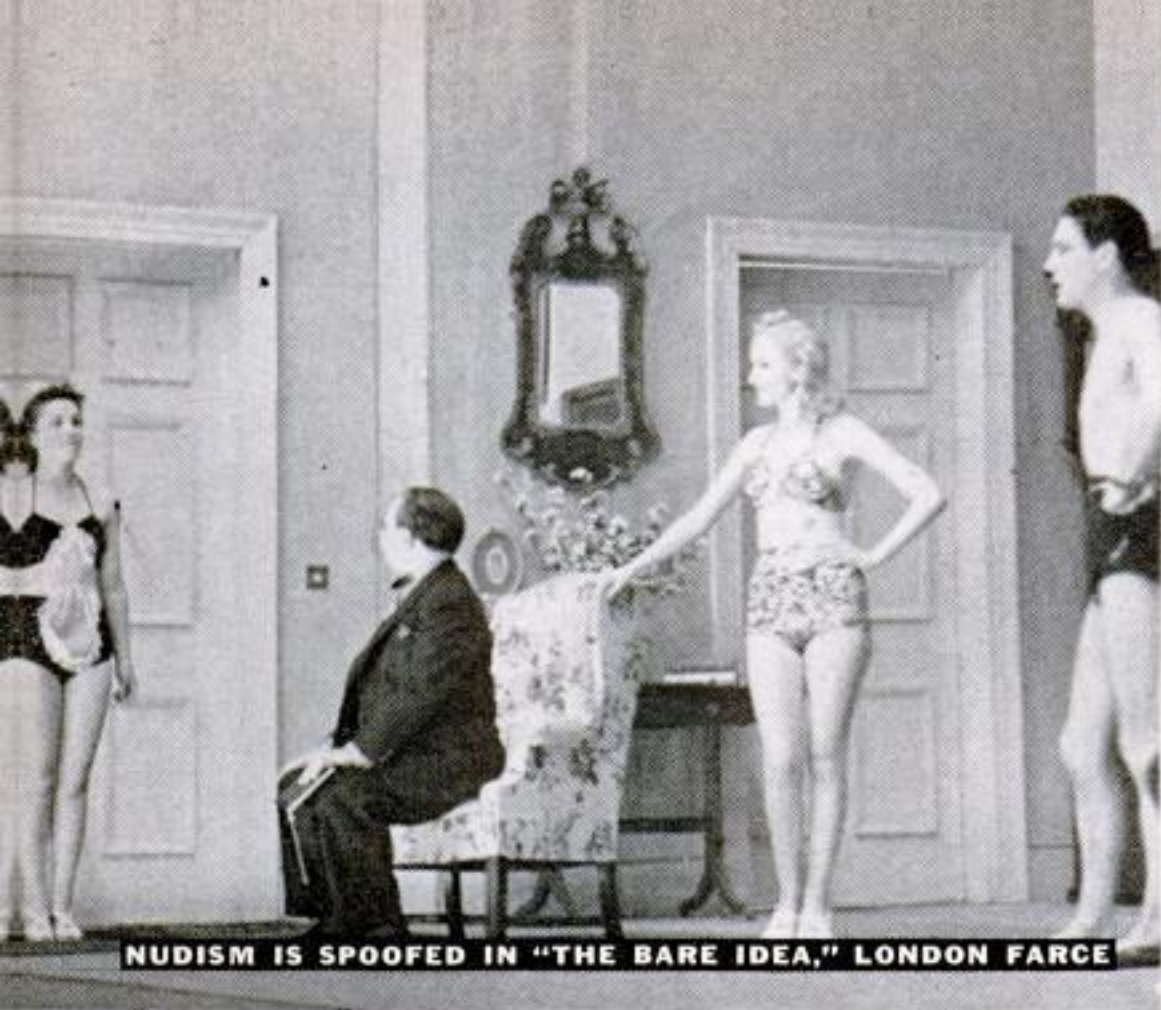
In every county in England farmers were ploughing by starlight and by the headlamps of steaming tractors, masked against the sky. The United Kingdom, which normally imports two-thirds its food supply, had aimed to cultivate 2,000,000 acres of new land this year. To spur this project the government offered £2 for every grassy acre broken before spring. But snow and deep frost crusted the soil through late February. As a result, new regulations were

adopted permitting illuminated ploughing by night.

At the outset of the war, England, Scotland and Wales held 4,000,000 more people than in 1914 and 2,500,000 fewer arable acres. Agricultural committees in every county were organized to extend farm production. Sixty thousand tractors went to work, ploughing 24 hours a day with drivers working in 12-hour shifts. The motto England has given its farmer is: "Speed the plough and put your foot down."

MASKED HEADLAMPS LIGHT THE FURROW LINE AS AN ENGLISH FARMER HELPS TO MEET HIS GOVERNMENT'S DEMAND FOR MORE POTATOES, WHEAT, BEETS AND TURNIPS





NUDISM IS SPOOFED IN "THE BARE IDEA," LONDON FARCE



FASHIONS REFLECT TREND OF BRITISH THOUGHT



EVEN THE BUTLER TAKES OFF HIS PANTS IN "THE BARE IDEA"



PAMELA SAXBY STRIPS



IN SHOW AT THE PARADISE CLUB

BRITISH BLUENOSES CRACK DOWN ON WARTIME NUDITY

In London's ancient St. James's Palace on April 16, theater bigwigs met with the Earl of Clarendon, Lord Chamberlain and official guardian of British morals, and agreed to purge their shows of nudity and improprieties of gesture and speech. Pending legislation, they defined a non-nude girl as one "standing motionless on a half-lighted stage, with an artistic background."

Behind this conference lay a spreading wartime affinity for untrammelled skin. The provinces, as well as London, it was said at Clarendon's conclave, "have gone mad about striptease." Newspapers were filled with outraged letters about "depraved appetites" and "degraded womanhood." Dryden was quoted on "the steaming ordures of the stage." One writer asked: "Is it to be suggested that any love of art is encouraged by the spectacle of a young woman divesting herself one after another of her more intimate garments?"

Few voices spoke in defense of the strip. Playwright Clifford Bax asserted that "familiarity with the nude, far from inflaming our lower passions, has a strongly cathartic effect." Novelist E. M. Forster denounced the "dangerous clamor for a moral Gestapo." But they were drowned out by the louder legions of decency. At week's end it appeared that most of the acts shown on this page were fated to clothe or be closed.



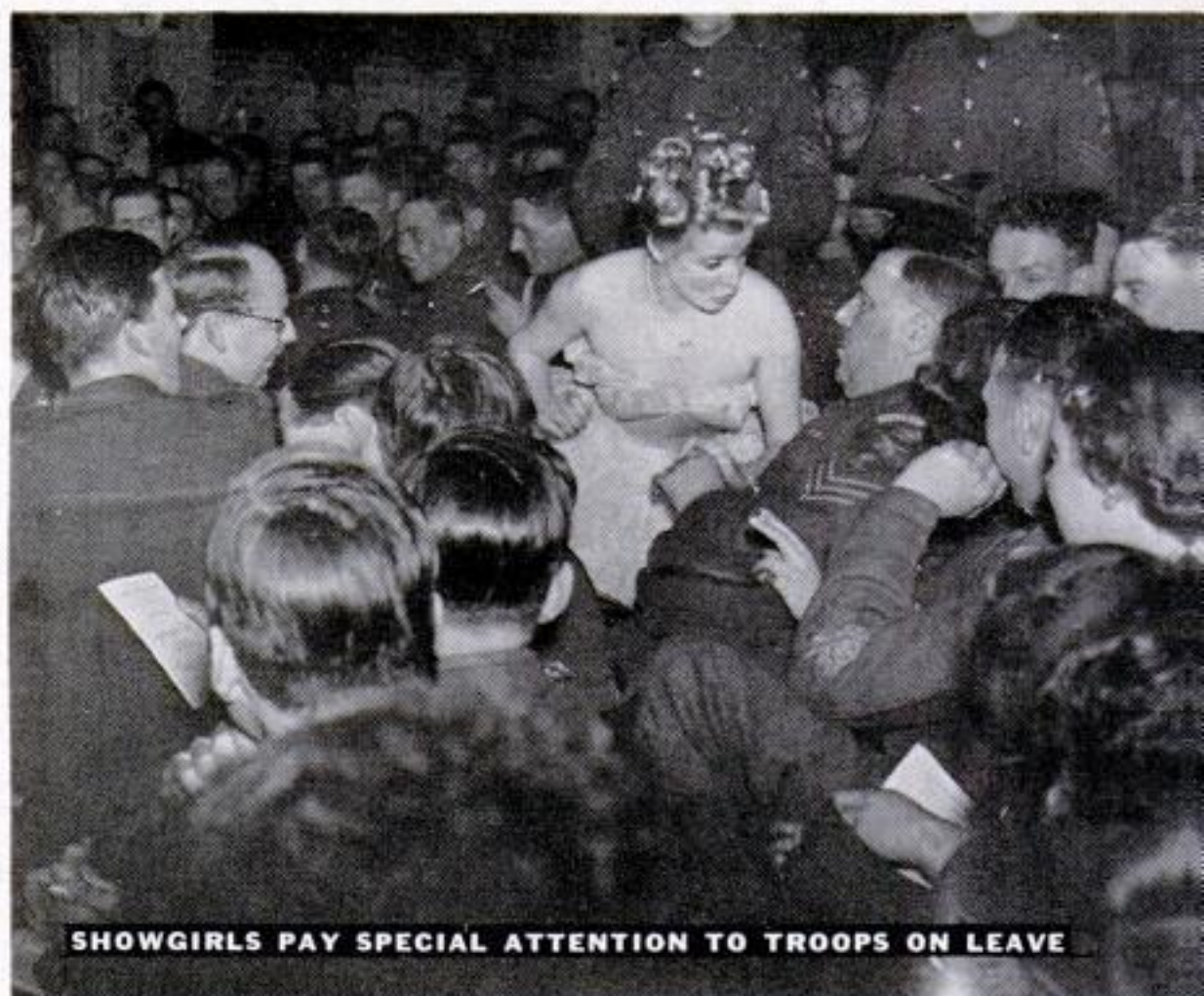
THIS TEASE IS FEATURED IN



COCHRAN REVUE "LIGHTS UP"



LONDON NIGHT-CLUB CAST PERFORMS FOR MEN OF FLEET



SHOWGIRLS PAY SPECIAL ATTENTION TO TROOPS ON LEAVE



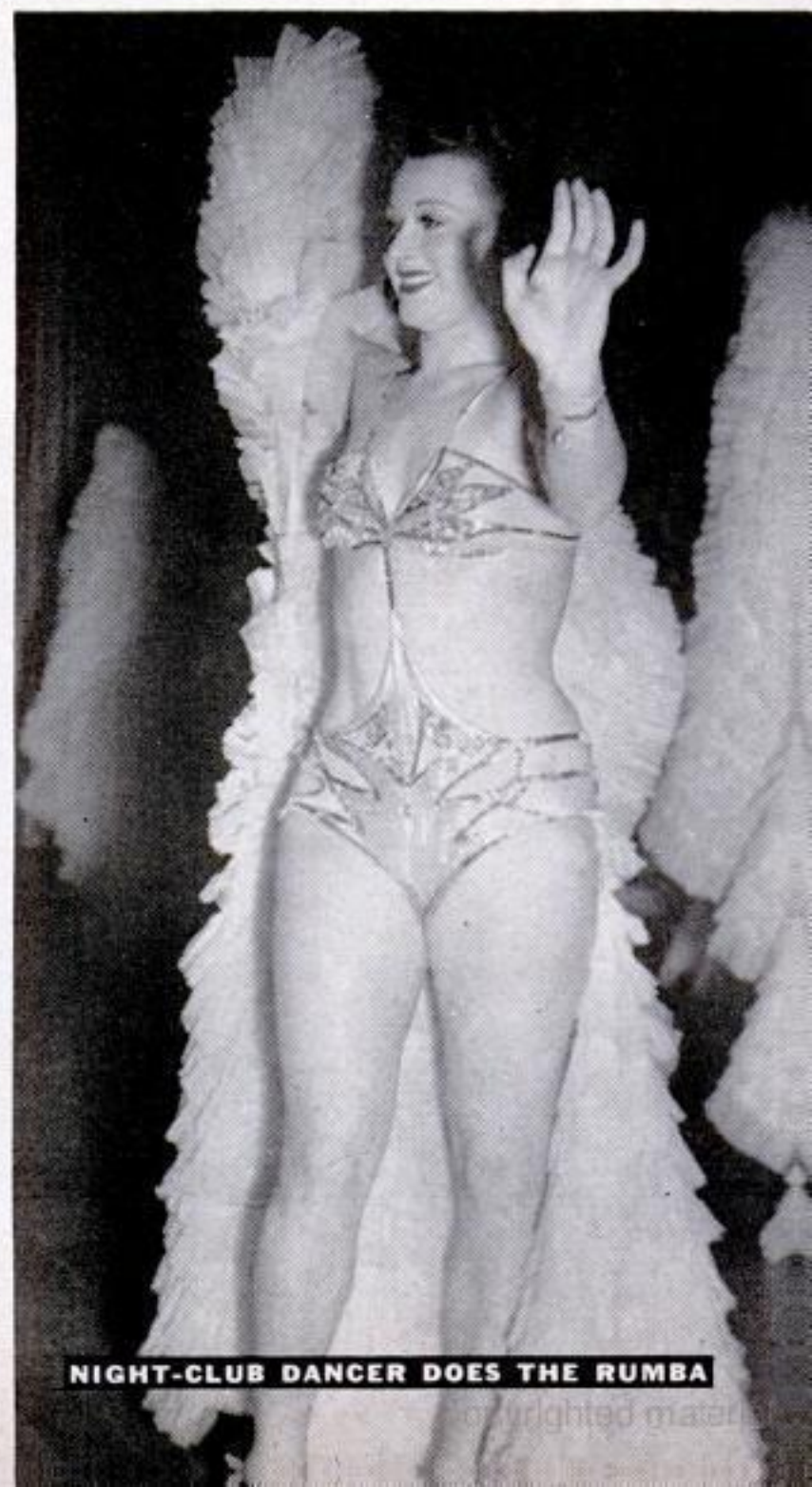
INTERNATIONAL NOTE IN "EVE ON PARADE"



"THE GOLDEN IDOL" AT LONDON CASINO



REVUE CHORINE WEARS MONKEY SKINS



NIGHT-CLUB DANCER DOES THE RUMBA



CARL ZEIDLER (STANDING, CENTER) ENJOYS A SHIRT-SLEEVE MUSICAL WITH HIS MOTHER (RIGHT), HIS FATHER (AT THE PIANO) AND HIS NEW BODYGUARD (LEFT)

MILWAUKEE'S LYRIC MAYOR LIFTS HIS VOICE IN SONG ON DAY OF INAUGURATION

In Milwaukee on April 16, a 32-year-old blond baritone named Carl F. Zeidler entered City Hall and seated himself at the desk that had been ably occupied for 24 years by Socialist Mayor Daniel Webster Hoan. No one knew just why Milwaukee had elected Mr. Zeidler mayor. He had run on a non-partisan ticket and promised a non-partisan administration, which was what Dan Hoan had given his city since 1916. Until his election Mr. Zeidler had served Milwaukee as Assistant City Attorney. During his

campaign he often sang *When Irish Eyes are Smiling*.

On inauguration day the city auditorium was banked high with flowers and, according to *Milwaukee Journal*, looked "almost as festive as the Bon Ton dry-goods store on its gala opening." After male choruses had sung: *I see the lights, the lights of home*, Mr. Zeidler told his 6,600 listeners his motto: "Hats off to the past, coats off to the future." At home he took off his coat, stood by the piano and sang harmony with his parents and bodyguard (above).

REPUBLICANS MAKE FIRST CAMPAIGN MOVIE OF 1940

Ready for free showing this week to every Republican club, Rotary club, women's club, Chamber of Commerce, Elks lodge and grocers' convention which will give it an audience is the first campaign movie of 1940, entitled *A New Tomorrow*. To make it, the United Republican Finance Committee hired profes-

sional producers and a cast of Hollywood character actors. The movie gets under way with the spectacle of a free-spending Congressman who, bumping his head on the edge of a file cabinet, hears the voice of Abraham Lincoln ringing in his ears, repents his profligate ways and goes home to tell his constituents about it.

The rest of the film is a picturization of his speech, which begins with a parable about some pioneers who settled a fertile valley a long, long time ago. Pretty soon they decide to invent something called "dollars" as a medium of exchange and to elect

a man called "Government" to administer their plan for the general welfare. "Government" is a sinister figure in black hat and frock coat who rides around on horseback giving orders in a harsh voice and never shows his face. The reason for this unsympathetic portrayal shortly appears when, with the coming of hard times, "Government" turns out to be just Franklin D. Roosevelt in false whiskers. He taxes & taxes, borrows & borrows, spends & spends, regulates & regulates until the whole valley goes to rack & ruin. Its Republican sponsors expect *A New Tomorrow* to be a potent fund-raiser and vote-getter.



A bump on the head makes Congressman repent deal he has just made to spend more Government money.



The voice of Lincoln, the first Republican President, begins ringing in his ears, bidding him to be firm in the right.



The Congressman goes home and tells his constituents that he is going to make a very unpolitical speech about pioneers.



The Congressman fades out and a pioneer wagon train appears, pushing its way across the badlands.



The pioneers settle in a rich valley. At a meeting, they invent "dollars" and elect a regulator called "Government."



When hard times come, "Government" asks more power and "taxes" for his moneybag, promises to take care of everybody.



"Government," a man on horseback, tells farmers there is too much wheat and not to grow so much.



The farmer fires his hired hand, tries to explain how he is going to get rich by growing less (see top of the opposite page).



The hired hand and other unemployed men are put to work building shed. "Government" tosses them handfuls of money.

G. O. P. movie farmer explains how to get rich by growing less wheat

The following dialog takes place between the farmer and his hired man, Sam, shown in center picture at bottom of the opposite page:

FARMER: Look, Sam—right now we have too much wheat. . . .

SAM: Yeah, b-but—

FARMER: . . . So by not having wheat, we can sell it for

—well, maybe for twice as much as we could get if we had it. . . .

SAM: And b-because you're m-makin' twice as much, you can't afford to keep me on. Is that it?

FARMER: No, Sam—you don't get it. . . . We haven't made twice as much yet. We have to wait until—until—well, until we don't grow the wheat.

SAM: Wh-what you mean is—you're w-waitin' for somepin' that ain't gonna happen to happen—and th-then the less you get, the m-more you'll get if you get it.

FARMER: Yeah—uh—no! What I mean is—. Oh, it's just as I told you—we've been producing too much.

SAM: B-b-but look—is everybody gonna let their help go?

FARMER: I guess they are. They'll have to. . . . You see how it works, don't you?

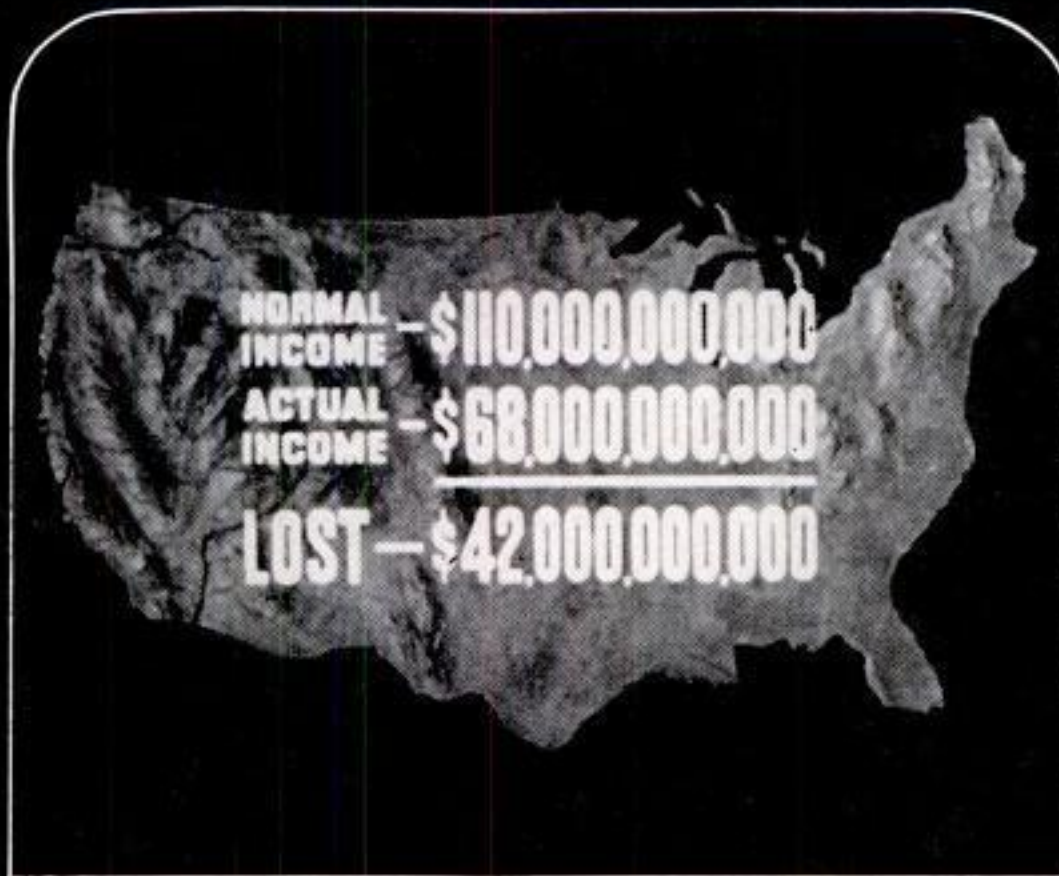
SAM: W-well—all b-but one thing?

FARMER: What's that?

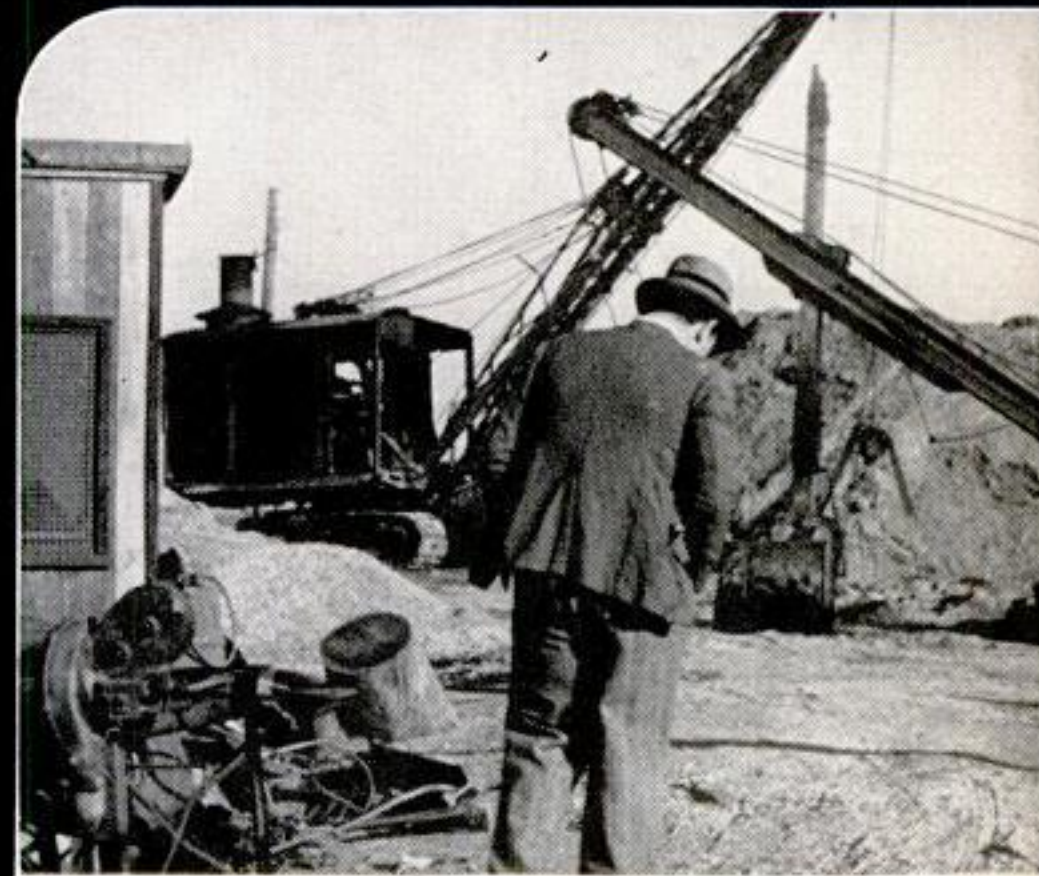
SAM: H-how is all them f-folks gonna pay twice as much if they ain't g-got no j-jobs?



The scene shifts from the valley to the whole U. S. in depression as the Congressman-narrator abandons his parable.



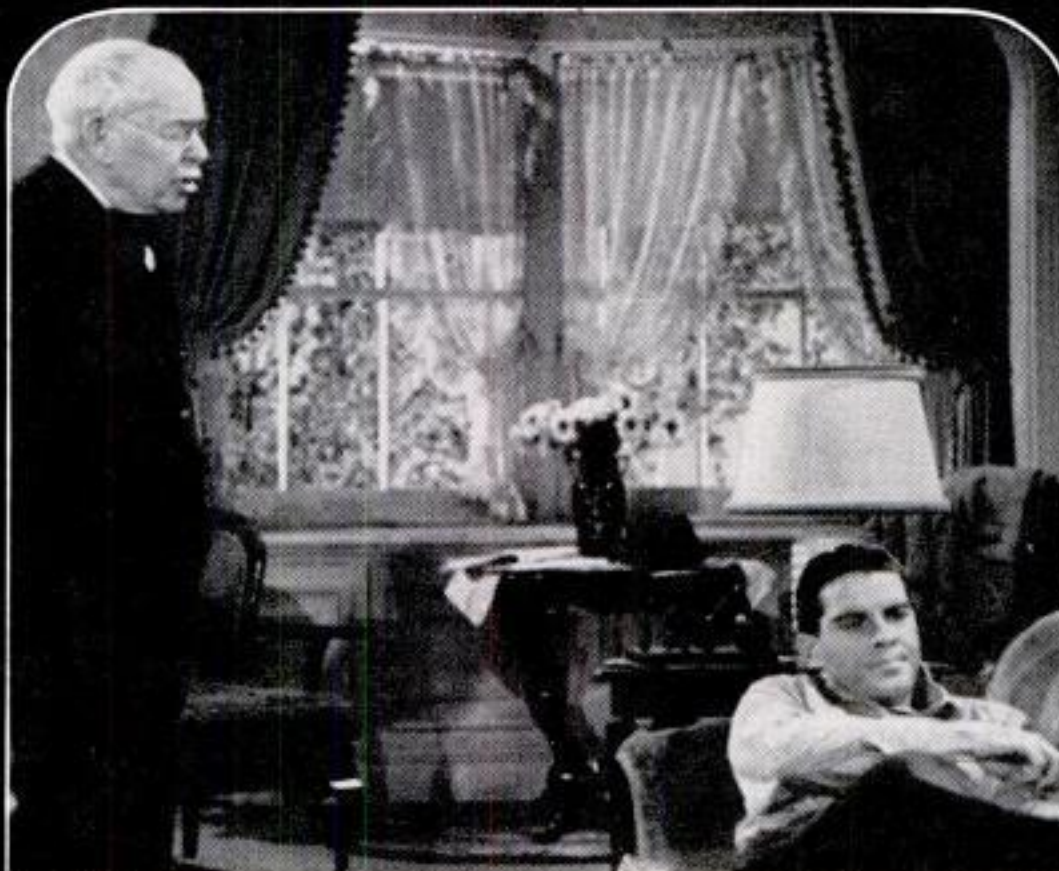
Normal production of wealth in U. S., asserts the Congressman, should be about 110 billions. Instead it is only 68.



Machines & men are idle because Government has made them so with restrictive taxes and regulations.



Idle families exist miserably on Government dole. They lack money to buy things and thus start machines going again.



A long argument between "Bud," a Leftish New Dealer, and "Gramp," a rugged individualist, slows down movie action.



Congressman resumes argument that many jobs are awaiting idle hands if Government will give chance.



Television, he points out, is creating whole new industry as radio did before. "Yet they tell us America is finished!"



Electric refrigerators are one of the things that millions of Americans lack and would purchase if they could afford to.



Americans' need for more bathtubs gave the Republican movie-makers their chance for bit of leg art.

RELIEFERS IN PITTSBURGH REBEL AGAINST PENNSYLVANIA MILK ACT

Last fortnight Pittsburgh tossed in the tides of a "milk rebellion" strikingly analogous to the Boston Tea Party of 1773. Sam Adams' "Mohawks" littered Boston's harbor with unwanted British tea. In Pittsburgh, poor housewives littered the county relief office with milk bottles—full, half-full, quarter-full—which they had been ordered to buy and could not consume.

Under a bill enacted by Pennsylvania's General Assembly last term, all home-relief families in the State must purchase one pint of fresh, whole milk per day for each child under 16 years of age. At the time it looked as if Pennsylvania's legislators had passed the bill with an eye to dairy interests. Once the bill was in operation, grumbling grew loud. By last week it appeared that in many instances it worked hardship on those affected by its terms.

Critics of the act—among them doctors, social workers, the press—charged that: 1) many a big family was deprived of solid food through dissipation of their funds on milk; 2) the milk bill cost the State of Pennsylvania \$20,000 a month to enforce; 3) it prevented families on relief from taking full advantage of the Federal food-stamp plan; 4) milk salesmen, in their scramble for business, were browbeating families forced to buy; 5) evaporated and powdered milk contain all the food values of fresh milk and cost but half as much; 6) many relief families were "bootlegging"—i.e. re-selling—their milk to obtain cash for other foods.

Relief authorities, helpless to intervene, conceded that these were all practical, cogent objections. Equally cogent was the consideration that in enacting the milk bill, Pennsylvania exposed itself to all the headaches incurred by the Federal government when the Volstead Act went into effect. "This law," trumpeted the Scripps-Howard *Pittsburgh Press*, "should be promptly repealed!"



ROSE KLEINMAN, WHO IS 12 LB. OVERWEIGHT, GAGS AS SHE GETS A GLASS OF MILK



Mrs. Percy H. Hanner decants an afternoon snack for her seven children. Every day the dairy leaves $3\frac{1}{2}$ quarts at her door and deducts 42¢ from the family relief check.



Mrs. Grace Mancigne pours dinner for her fatherless family. Out of her weekly \$11 relief check, she pays \$8 rent and \$2.52 for milk. That leaves 48¢ for bread, meat, vegetables and clothes.

Pittsburgh's milk rebels pile bottles on desk of George P. Mills, county relief head. Mr. Mills (center) who can do nothing about law, listens patiently to crusaders.



A beneficiary of Pennsylvania's milk act, according to opponents, is the average household cat. Milk rebels insist that cats are getting so much milk to drink they have stopped catching mice.

*"When Grandmother
was a Bride*

Maxwell House Coffee was
already a part of the Old South's
tradition of gracious living . . ."



*"...And today my guests applaud
when I serve this*

**NEW MAXWELL HOUSE...NOW SO
MUCH RICHER...BETTER THAN EVER!"**

says Miss Elizabeth Cecil Cary
OF RICHMOND, VA.



"You're right, Miss Cary!" hostesses
throughout the country are agreeing. "There
never has been any coffee to compare
with the marvelous New Maxwell House!"

Copyright, General Foods Corp., 1940



When first you taste it, you, too, will discover a
coffee that is far richer, mellow, more deliciously
fine-flavored. And you'll join the millions who are
saying, "The old Maxwell House was wonderful—
but this New Maxwell House is even better!"

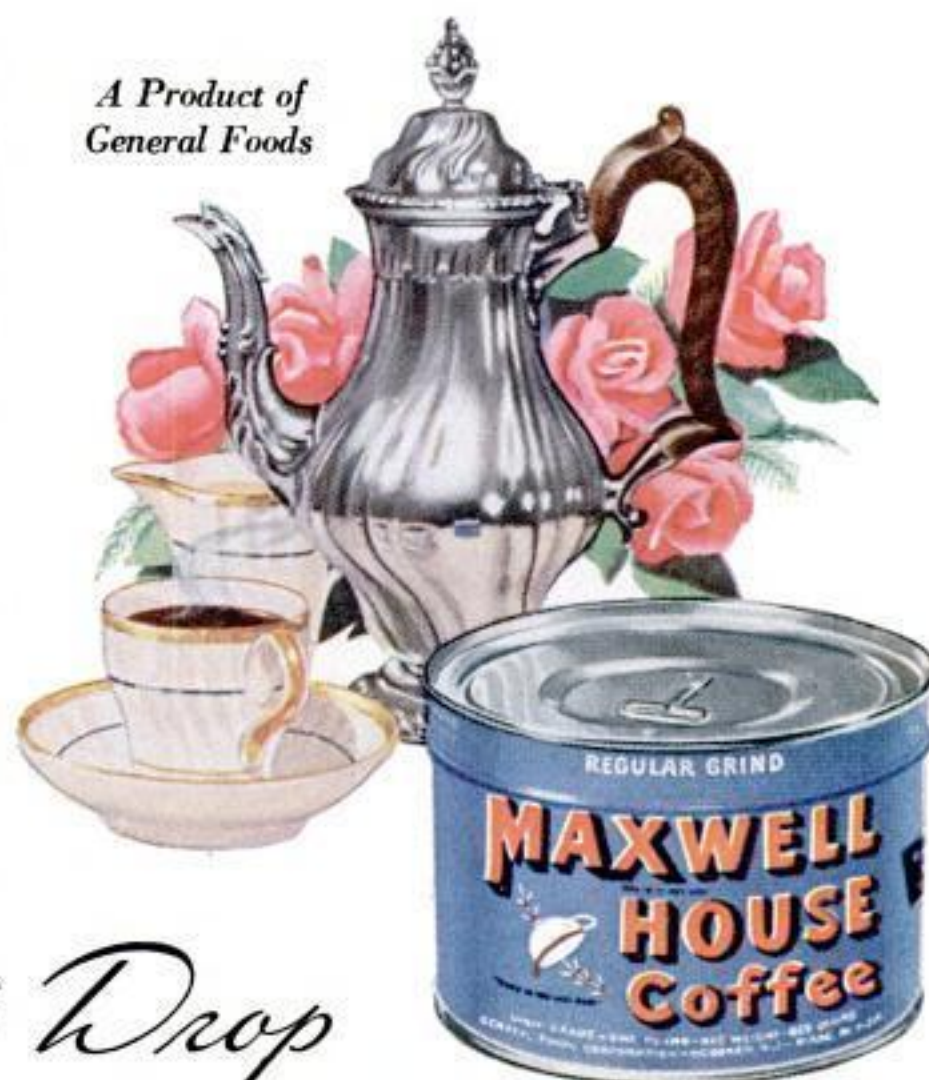


And Here's the Secret!

First, the famous Maxwell House
blend has been enriched with extra-
flavored coffees from the highlands
of Central and South America. And
second, these marvelous coffees are
roasted by a new method, called
Radiant Roast, which assures you all
the full, rich flavor.

Maxwell House is packed in the
super-vacuum can . . . so you get
Roaster-Fresh coffee, just as it comes
from the roasting ovens. There are
two grinds—drip and regular. Get
the New Maxwell House today!

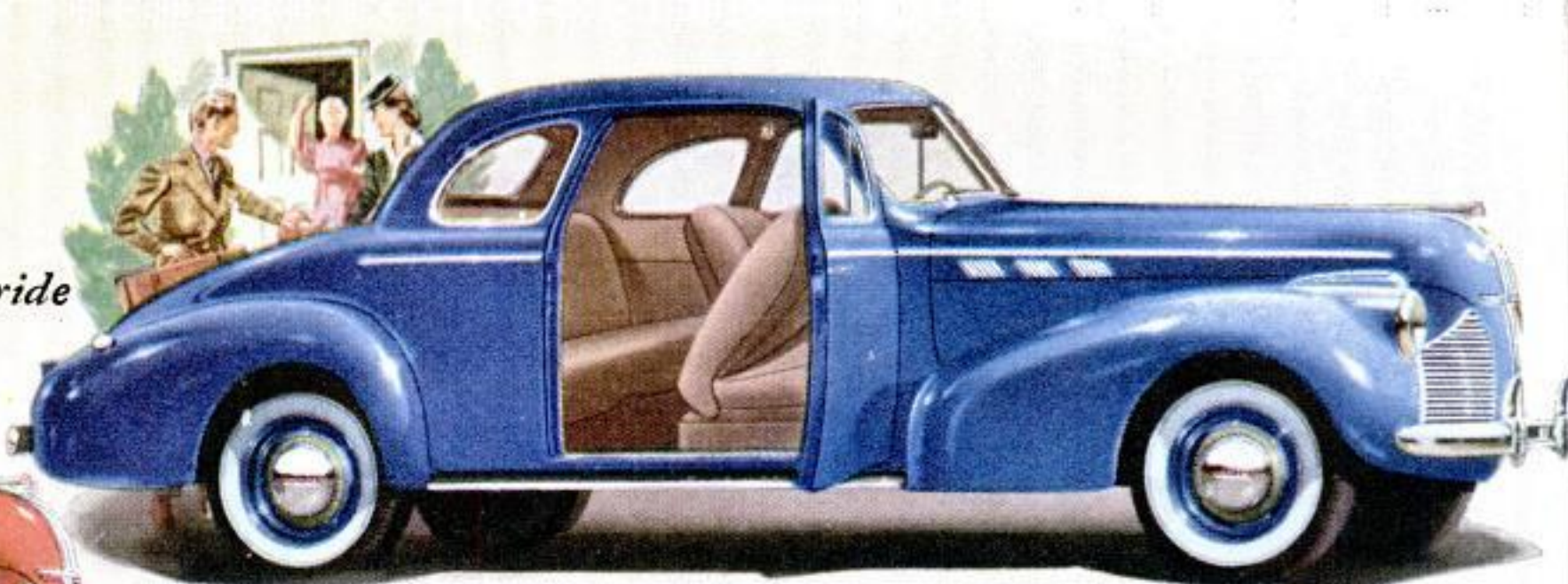
A Product of
General Foods



Now—more than ever.. Good to the Last Drop

Tune in Thursday Evening! "Good News of 1940" with Fanny "Baby Snooks" Brice, Dick Powell, Mary Martin, Meredith Willson's Orchestra. NBC Red Network.

Special Six 4-Door Touring Sedan, \$884*
There's superlative comfort in its wide seats and "Triple-Cushioned" ride



Special Six Sport Coupe, \$827*
*Has a full-width, full-cushioned rear seat for occasional guests
 (This model also available on De Luxe Six and De Luxe Eight chassis)*

It's Spring - and Summer's - Pick Out Your



De Luxe Eight 2-Door Touring Sedan, \$919*
(And there's an equally charming De Luxe Six 2-Door Sedan)



De Luxe Six 4-Door Touring Sedan, \$940*
*Two-tone finish as illustrated available
 on any Pontiac model at no extra cost
 (Same model on De Luxe Eight chassis priced slightly higher)*



De Luxe Six Cabriolet, \$1011*
*Colored upholstery in leather or leather and whipcord—
 to harmonize with body and top colors
 (This model also available on De Luxe Eight chassis)*



Station Wagon, \$1015*
Carries eight in comfort—Rides like a Sedan



Special Six 2-Door Touring Sedan, \$830*
A big, luxurious Pontiac sedan priced right down with the lowest



Special Six Business Coupe, \$783*
Built for extra-rugged service and lowest operating cost

Just Around the Corner

Pontiac!

IT'S AN OLD, and exciting, American custom to meet Spring more than halfway in a fresh, sparkling, new motor car.

To help you make your 1940 Spring selection, Pontiac portrays on these pages eleven of its seventeen 1940 models.

It will make you feel better all over to take to the road in one of these big, wide-seated, long-wheelbase beauties—especially after driving a smaller car. Feel the smoothness of that power-packed Pontiac engine. Feel the comfort of that Pontiac "Triple-Cushioned" ride. And enjoy the luxury that surrounds you in Pontiac's "big car" interior.

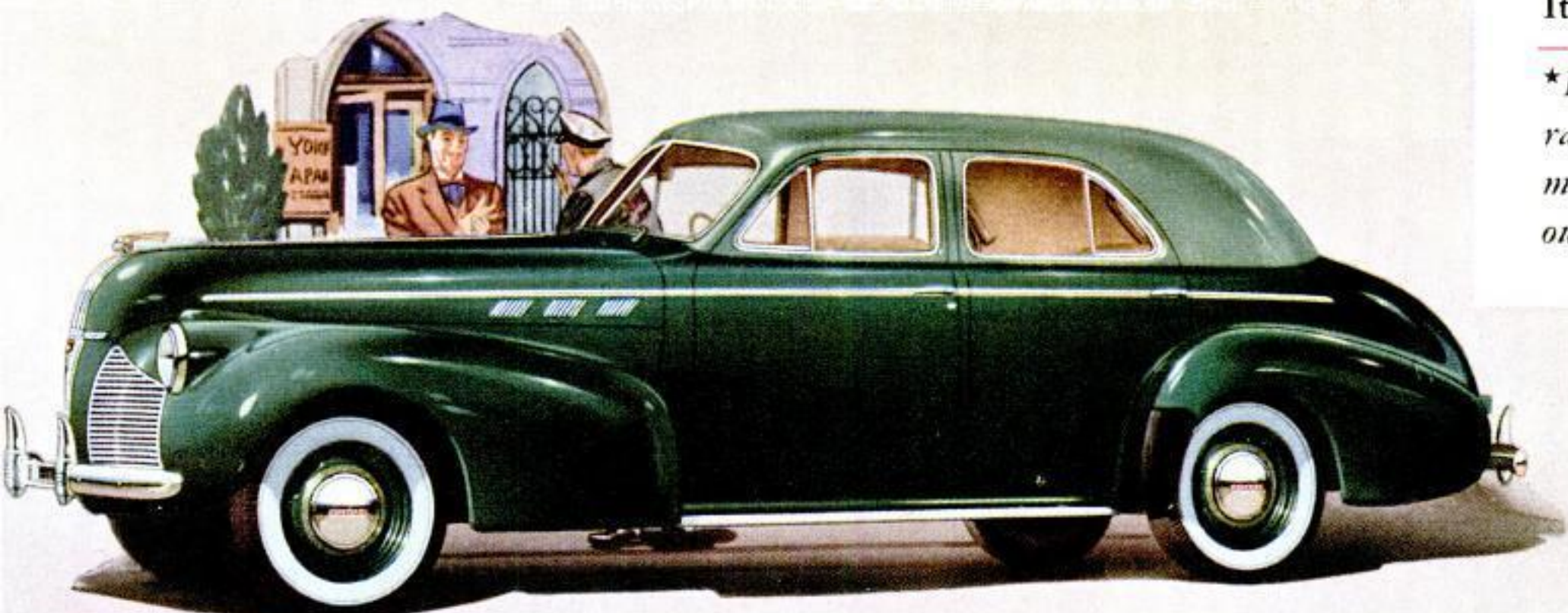
And when you get a check on the *economy* of operating a Pontiac, you'll really begin to realize what a marvelous car you've bought. For records prove that Pontiac issues a very defiant economy challenge to even the smallest cars.

The biggest thrill, of course, is the Pontiac price. It's in easy reach of everyone, *right down with the lowest!*

**Delivered at Pontiac, Mich. Transportation based on rail rates, state and local taxes (if any), optional equipment and accessories—extra. Prices subject to change without notice. General Motors terms to suit your purse.*



De Luxe Six Business Coupe, \$835*
(Pontiac also builds the Business Coupe on the De Luxe Eight chassis)



"Torpedo" Eight 4-Door Touring Sedan, \$1092*
Acknowledged Leader of the 1940 Style Parade!
(Two-tone finish as illustrated optional on any Pontiac model at slight extra cost)



"Torpedo" Eight Sport Coupe, \$1026*
A personal car designed to make your motoring more delightful

The Miracle Happened This Way...

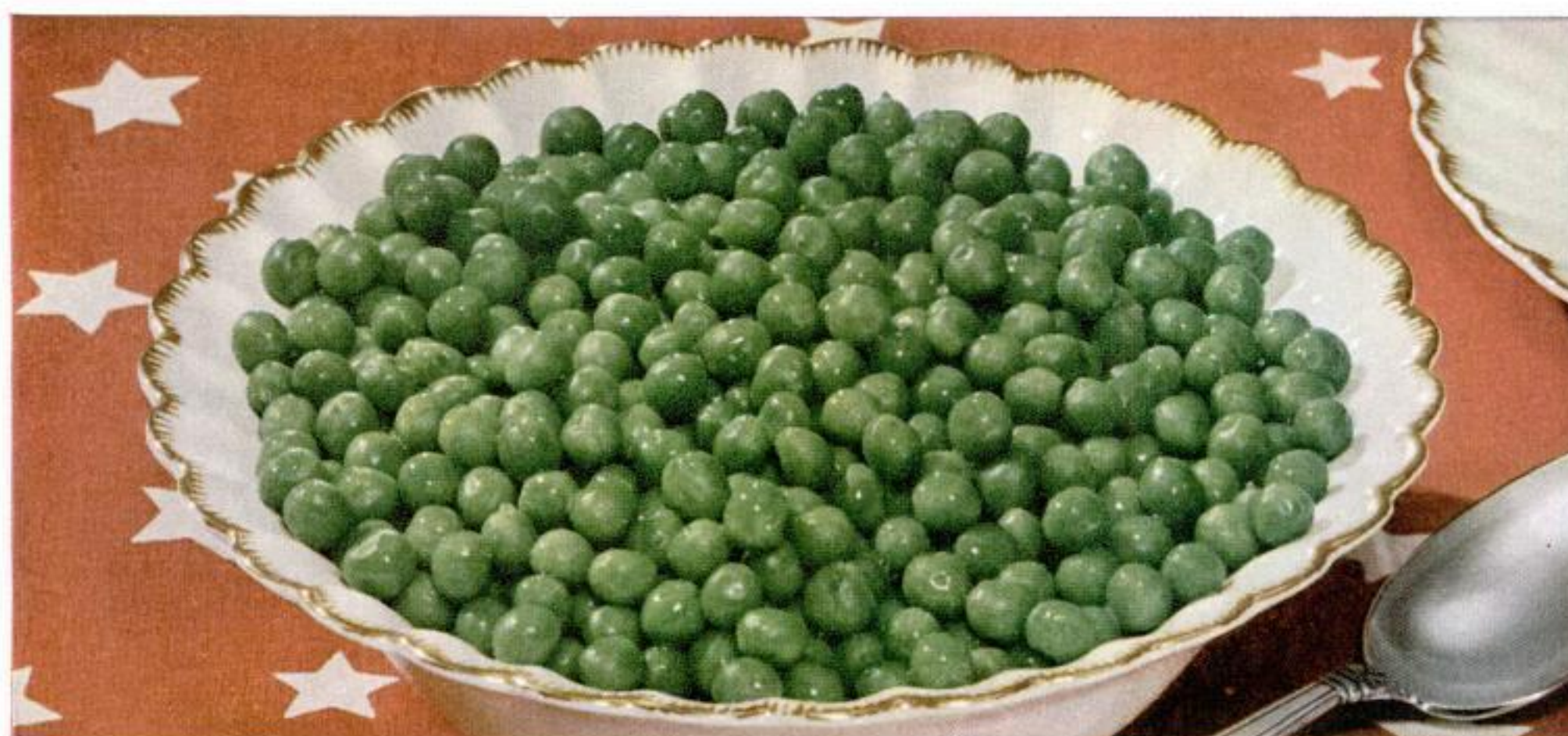


1. Mother gets called away for two weeks. Who will do the cooking? . . . "Sis—it's high time she learned,"

Mother says, and shoves off. Bud predicts late meals—burnt meals—dyspepsia—ultimate starvation.



2. That evening Bud watches dourly while Sis unwraps her loot from the grocer's. Peas! Tender dewy little fellows, brightly green as if they had just jumped out of the pod. Where, Bud wants to know, did she get peas like that this time of year? And all shelled!



3. Sis lifts an eyebrow—hasn't he heard of Birds Eye Quick-Frozen Peas! Where's he been? Why, it's the news of the century in foods. Quick-Freezing seals in freshness right at the farm. And nobody does it like Birds Eye—they're the world's experts.

4. Bud gets told to hurry and wash . . . the peas are done. Yes—done. They're so tender they cook in 7 minutes—about twice as fast. Add that to no-shelling and Sis figures she saved 22 minutes. Dad tries them—swears they're even better than peas in season!



5. "Naturally they're better," Sis says. "Ordinary peas take 12 to 72 hours to reach us—losing freshness all the way. Birds Eye Peas are quick-frozen less than four hours after picking. Flavor and vitamins are sealed in!" Bud has one last card—he bets they're high-priced.



6. "No sirree," says Sis. "It takes *two pounds* of unshelled peas to equal one box of Birds Eye. And right now they cost *less* than market peas. Fact is, I save money on most Birds Eye Foods." Bud throws in the towel, says Ma will have something to learn when she gets back.



7. Where can you buy these delicious foods? . . . You may not always find a Birds Eye dealer right around the corner. For all stores do not yet have these grand foods. But it will be worth your while to look for one. Finding it can bring you the food thrill of your life. Remember, Birds Eye represents only the *top* quality in quick-frozen foods. Therefore, be *sure* you look for the Birds Eye in the window, and the Birds Eye on the package.

Here are a few of these wonderful foods:

Bush-ripened Blueberries
Plump Bluepoint Oysters
Peas & Carrots—Garden-fresh
Pot Roast—boned, rolled
Red Porch Fillets
Garden-fresh Wax Beans
Leg of Spring Lamb
Rhubarb—cut ready to cook
Fowl for Fricassee
Ocean-fresh Shrimp

And there are more than 50 others—all cleaned, trimmed, ready to cook or serve. Get a box today! Guaranteed.

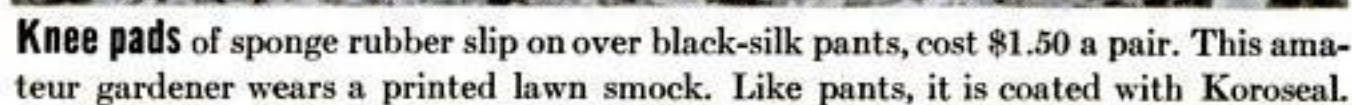
FARM-FRESH FOODS—IN PACKAGES

For more information, write Frosted Foods Sales Corp.,
250 Park Ave., New York, N. Y.



Copyright 1940, General Foods Corp.

Although they are still in the experimental stage and will not be on the market for another two months, LIFE had a few high-style gardening costumes photographed in the real outdoors to test their practicality. Koroseal-treated to repel dirt and keep out moisture, they proved to be useful as well as decorative.



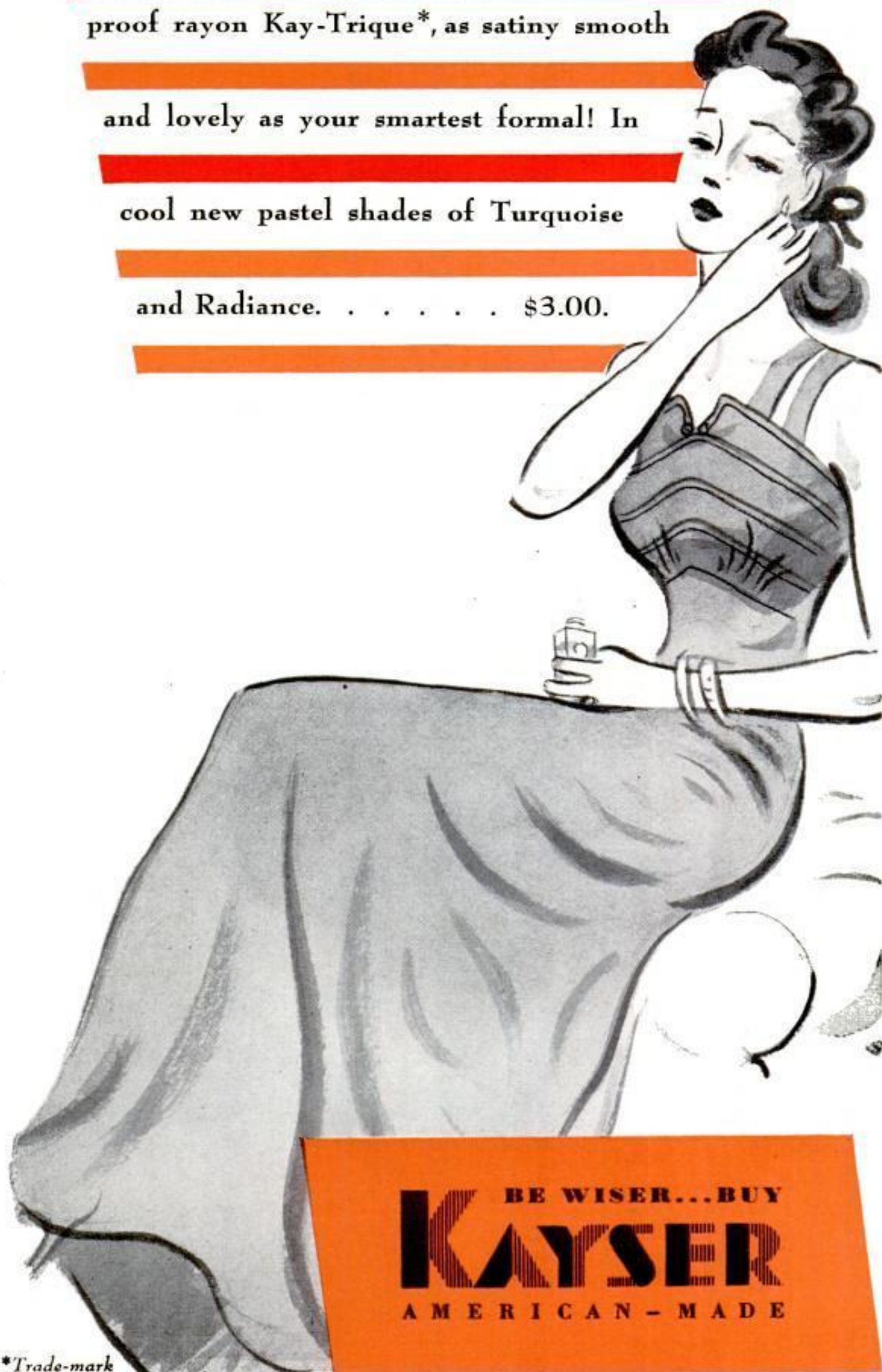
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INTRODUCING KAYSER'S "AMERICAN SCENE SERIES"



Nightgowns that take their fashion cue from the
America of yesterday and today, are the newest thing
under the stars. "Gala," for instance, ... a sophisticated
gown inspired by "New York Evenings." It's of run-
proof rayon Kay-Trique*, as satiny smooth
and lovely as your smartest formal! In
cool new pastel shades of Turquoise
and Radiance. . . . \$3.00.



BE WISER...BUY
KAYSER
AMERICAN - MADE

*Trade-mark

Garden gadgets (continued)



Knee apron has a special quilted section at the bottom so that wearer can kneel down without touching bare ground. When not in use, the quilted part turns up, snaps to the upper section of apron, can hold cut flowers. Additional pockets carry tools.



Transparent gloves protect hands & nails from dirt, cost 25¢. A sharp-edged trowel digs extra-deep holes in ground. 25¢.



Rheumatic knees can be protected from ground by kneeling gadget. Soft sponge covers toolbox, front holds plants. \$4.75.



Water wand enables user to spray flowers without stepping from the border and damaging garden. Wand costs \$2.50.



Tip-down cart is easy to load and dump when rim is level with ground. When righted, cart is light, easy to pull. \$4.75.

"Here's your pony ... forgive the delay"



WHEN Nan was eight, she asked for a Shetland pony. I said, "Sure," but kept putting her off. It was so easy to tell her to wait until we had a farm in the country.

It got to be a family joke, the farm and the pony. A joke to everyone but Nan. She promised rides to all the kids, "when Daddy buys a farm." They twitted her about it... "Huh! You and your pony!" It's rotten to break a promise to a child.

The years bounced along. No farm, no pony. They weren't even mentioned any more. Yesterday, Nan finished college. I gave her the one thing I thought would mean as much to her now as a pony would have meant when she

was eight. The note with it said, "Dear Nan: Here's your pony. Forgive the delay. Dad."

The kiss she gave me could be heard ten feet away. And she said: "Dad, you old dear! Ever since I've been too old for a pony, this is what I've wanted... *this*... my Hamilton Watch!"

» Is your son or daughter graduating? Give a Hamilton... America's most beautiful watch. Hamilton makes only high-grade watches, \$37.50 to \$5000. See the new models at your jeweler's, or write for folder. Hamilton Watch Company, 435 Columbia Avenue, Lancaster, Pennsylvania.

Note: Hamilton's experience building watches for railroad men insures greatest possible accuracy in every other size and grade that Hamilton makes.



LETA. 17 jewels. 10K natural gold-filled. Black or raised numeral silver finish dial . . . \$40

ALLISON. 19 jewels. 14K natural gold. Spherical dial. With 18K applied gold numerals . . . \$90

LUETTA. 17 jewels. 14K coral or natural gold with dial to match. Gold-filled fittings . . . \$55

ENDICOTT. 17 jewels. 10K natural gold-filled. Black enamel numeral or luminous dial . . . \$37.50

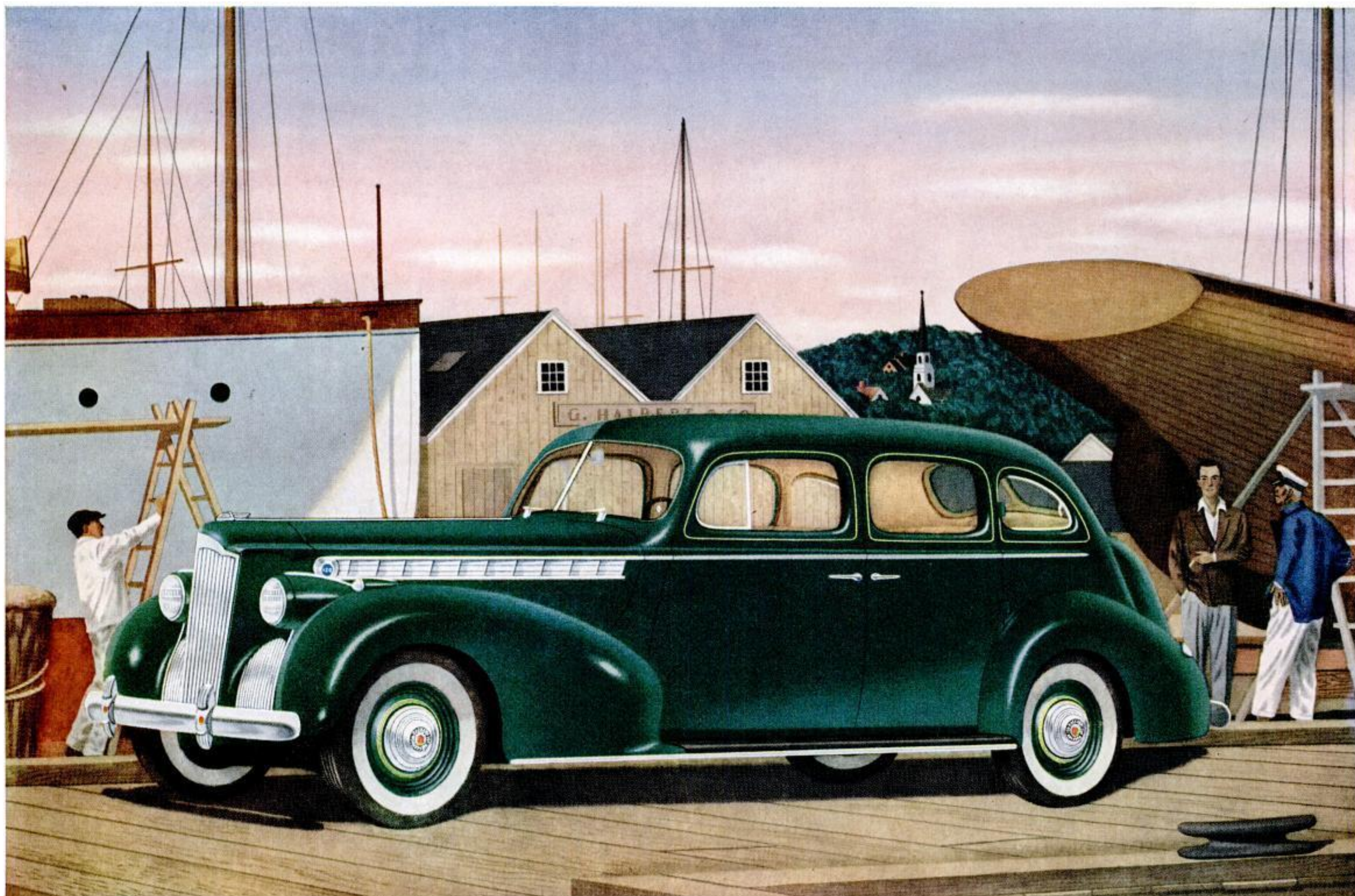
LADY HAMILTON (D10). 17 jewels. 10K sparkling diamonds. 14K white or natural gold . . . \$100

YORKTOWNE. 17 jewels. 10K natural gold-filled. 18K applied gold numeral dial . . . \$45

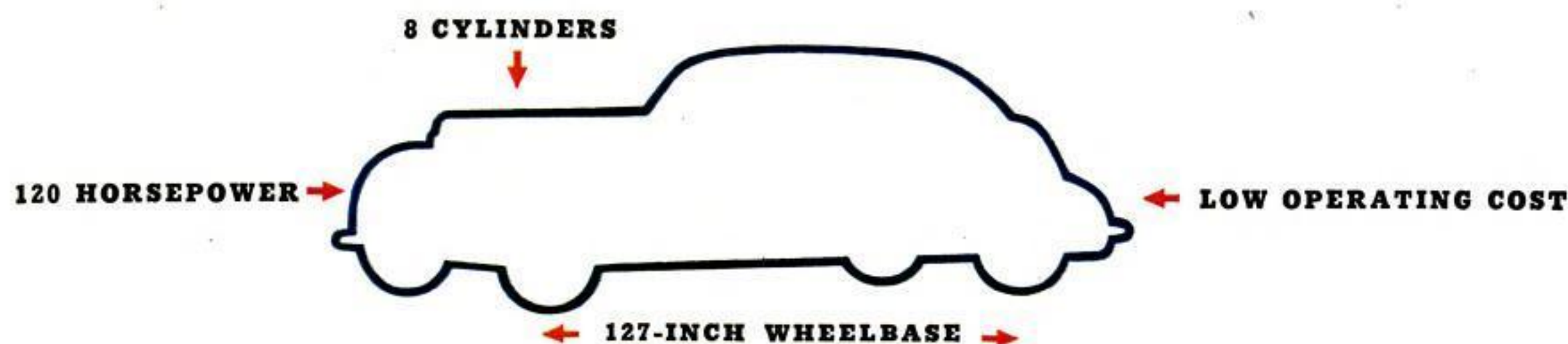
GRACE. 17 jewels. 14K natural gold. With 18K applied gold numeral dial. 14K gold fittings . . . \$65

WILSHIRE. 19 jewels. 14K natural or coral gold-filled, dial to match. Flexible lugs . . . \$52.50

CORINNE. 17 jewels. 14K white or natural gold-filled. 18K applied gold numeral dial . . . \$45



Illustrated: Packard One-Twenty Touring Sedan, \$1161* (white sidewall tires extra)



The One-Twenty's size belies its thrift!

WHEN YOU SEE so big, so roomy a car as this, your mind might jump to one conclusion—High Upkeep!

But to get the *actual truth*, ask any owner of this outstanding *eight*. And he'll quote you low figures on oil and gasoline that will widen your eyes! For, make no mistake, this 1940 Packard One-Twenty's size belies its thrift!

And if that particular owner has had his car long enough for any routine servicing—you've another surprise coming. For he'll tell you, with a light in his eyes, that *One-Twenty service charges compare favorably with those of even much smaller cars!*

And he won't stop *there*, for to its loyal and

growing family—the Packard 120 is a car apart. You'll hear about its smart new styling . . . the big straight-eight, 120 horsepower motor that whispers under its hood . . . the rest-cure relaxation that lies in its *extra length*.

But when the man who owns one has told all—drive this thrilling new-kind-of-a-car yourself!

Ease back in that lounge-chair seat and prepare to enjoy a miracle. A tick of the starter, a finger-touch on the handy gear-shift—and you're off!

Humdrum cars take their rightful place astern . . . distant spots, where highway and horizon meet, dance magically to meet you. Truly, you'll find there's *something new* under the sun.

And when you're home again, compare this smart and spirited new Packard, *value for value, with any other eight*. Chances are you'll be the latest man to own one!

ASK THE MAN WHO OWNS ONE

PACKARD 120

\$1038

AND UP. Packard 110, \$867 and up. Packard 120, \$1038 and up. Packard Super-8 160, \$1524 and up. Packard Custom Super-8 180, \$2243 to \$6300. *All prices delivered in Detroit, State taxes extra.

A PORTRAIT OF

KATHARINE CORNELL

by

Eugene Speicher

Katharine Cornell is probably the only star on the American stage who has lived 19 years in the same house with the same husband. On May 7 she is scheduled to return to both of them after a seven-month tour in her latest Broadway hit, *No Time for Comedy*. Since last October she has traveled 6,000 miles from Boston to Seattle. Nearly half a million people have paid over \$1,000,000 to see her. To such one-night stands as Amarillo, Tex., and Hershey, Pa., she has brought what is currently regarded as tops in glamorous, sophisticated comedy. She winds up her tour in Brooklyn.

That Katharine Cornell's home life and career have never clashed is due to special circumstances. She is married to Guthrie McClintic, one of Broadway's best and busiest directors. They met 20 years ago in Detroit where he was director and she was getting her first intensive training as an actress in Jessie Bonstelle's stock company. He courted her on park benches at odd hours. Because both of them had dedicated their lives to the theater, they agreed that rehearsals must always precede romance.

Back on Broadway, often under her husband's direction, she began appearing in richly emotional parts. On the stage, her wide, pallid face lit up with incandescent beauty. Her voice was poetic and haunting. She lent such distinction even to trashy plays that critics were not ashamed to like them. She was at her best as a woman hopelessly, helplessly in love.

In her first famous part as Iris March in Michael Arlen's *The Green Hat*, she killed herself for love. She did it twice again as an exotic Malay princess in *Wingless Victory* and as Shakespeare's Juliet. She committed two murders for love in *The Letter* by Somerset Maugham and *Dishonored Lady*. For love of truth and God, she burned at the stake in a stirring performance as Joan of Arc in George Bernard Shaw's *St. Joan*. Possibly her greatest act of love was in her greatest success, *The Barretts of Wimpole Street*, where as the consumptive poetess, Elizabeth Barrett, she refused to die in order to live with her lover Robert Browning.

Least sensational, but one of her best parts was in *Candida*. As Shaw's tender heroine, Eugene Speicher painted her (right). This noted portrait was ordered by a civic-minded Buffalo gallery because both Cornell and Speicher grew up in Buffalo. Later the portrait was given to Miss Cornell, who presented it last year to New York's Museum of Modern Art.



THIS IS KATHARINE CORNELL AS THE GENTLE HEROINE OF "CANDIDA," PAINTED BY EUGENE SPEICHER



LAST WEEK-

WHAT A JOB! I'VE LIFTED
THIS IRON AT LEAST
A THOUSAND TIMES
TODAY. MY ARMS
FEEL DEAD. I'M JUST
AN OLD DRUDGE



**The only iron
that banishes
ironing fatigue
forever!**

Until the saleslady told me,
I never realized that I lifted
5000 pounds every time I
ironed. Now I know it was
all that lifting and tilting
that tired me on ironing
day. I wouldn't think of go-
ing back to lifting an iron!



TODAY-

WHAT A DIFFERENCE!
NOW MY NEW PROCTOR
NEVER-LIFT IRON
DOES ALL THE WORK.
I NEVER HAVE TO
LIFT OR TILT IT!



*The only iron in the world you **NEVER LIFT** or **TILT**!*

This new iron literally takes lifting out of ironing—gives you the lift instead. A touch of the red button (see handle) raises the iron automatically *on its own legs* whenever and wherever you please on the ironing board. Press down gently and it's ready for the speediest, smoothest ironing you've ever enjoyed. You can iron *sitting down*, if you want.

Exclusive with the Proctor Never-Lift, too, is the new 3-Speed Selector. It tunes heat to your

individual ironing speed—fast, medium or slow. This iron also has the famous Proctor Dial of Fabrics assuring correct heat for different materials, and many other superior features. It's smart-looking, streamlined and air-cooled. **SAFE. DEPENDABLE.**

And remember this! Your money doesn't buy "just an iron". It buys freedom from ironing drudgery! Shorter ironing days! Decide now that you *need and deserve* this help.

WITH 3 YEAR
1250
GUARANTEE



PROCTOR NEVER-LIFT IRON



3 NEW PROCTOR IRONS Speedy! Safe! Streamlined!

Three new irons featuring the high quality Dreadnaught heating unit available in the Never-Lift Iron, as well as the Proctor Dial of Fabrics and many other Proctor advantages! Safe, speedy, easy ironing, no matter which you select! \$5.95 and up.

Copyright 1940

• PROCTOR ELECTRIC COMPANY • PHILADELPHIA • PA

ON DISPLAY
WHERE DEPENDABLE
APPLIANCES
ARE SOLD



PROCTOR *Double Automatic* TOASTER

Makes all kinds of toast—even Melba. Keeps slices warm 'til wanted. No watching. No burnt slices. Every slice the same—perfect every time! Silent. Dependable. Handsome. \$9.95; with Tray Set, \$12.95—other Toasters, \$3.95 up.

Division of Proctor & Schwartz, Inc. • Est. 1883

"LADIES IN RETIREMENT" CHILLS BROADWAY WITH A STORY OF QUIET HORROR

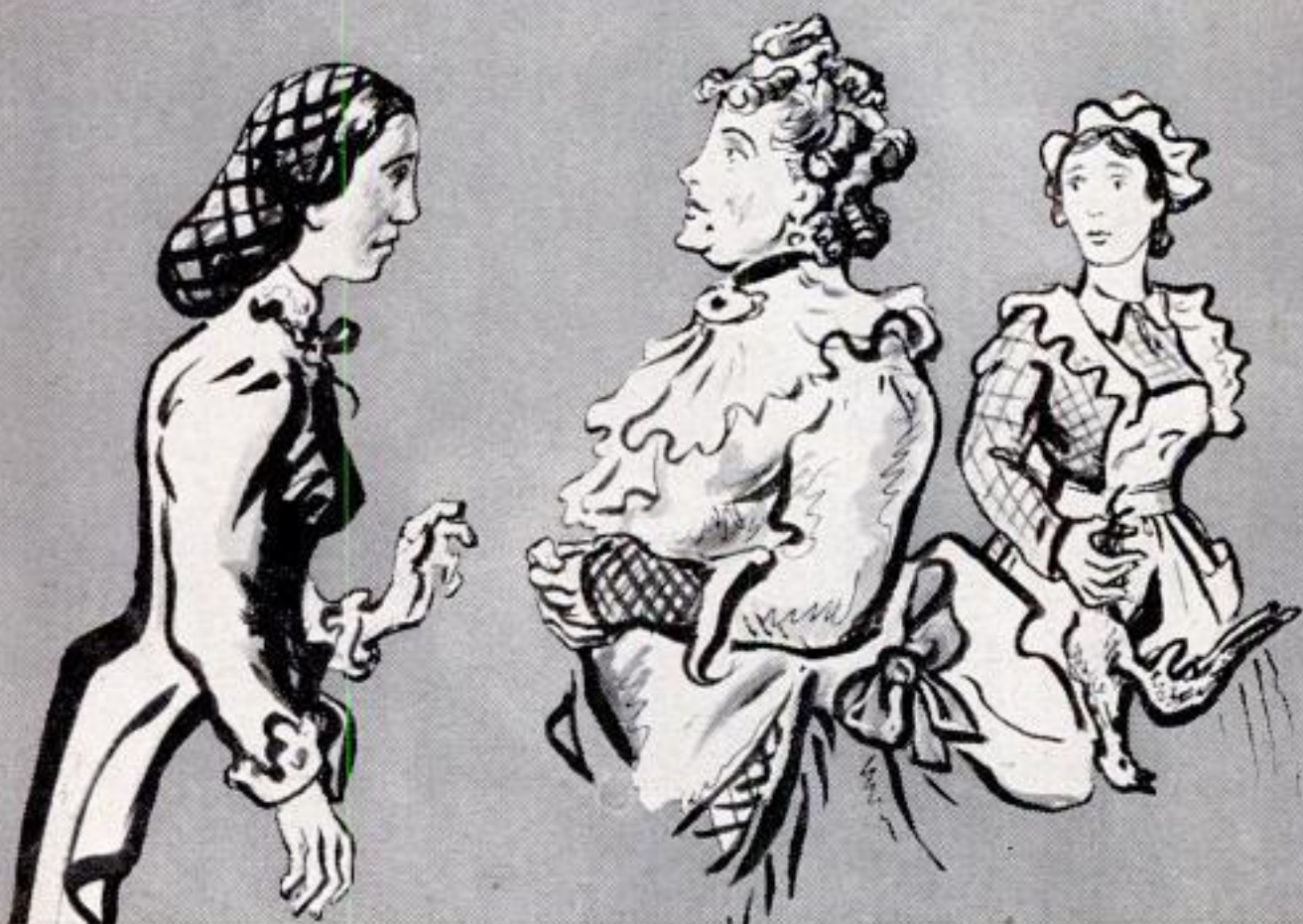
The best stage-thrillers of recent years are being written by Englishmen. Where American melodramas go creepy with a bang, English ones creep up on you slowly, produce a far worse effect. Current example of English creeps is *Ladies in Retirement* by Edward Percy and Reginald Denham, the only successful horror play on Broadway this season.

Their play is based on an actual crime recorded by French police in 1886. In a Paris suburb two middle-aged women lived together. One of them, Euphrasie Mercier, had two insane sisters to whom she was fanatically devoted. In order to

provide more comforts for them she murdered her friend, burned her body in a fireplace and buried the remains in a dahlia bed. Her crime was discovered by her nephew, who tried to blackmail her.

This same story in *Ladies in Retirement* has been adapted to an English setting. The character based on Euphrasie is played superbly by Flora Robson, English stage and movie actress.

To tell the story and catch the mood of this tragedy, LIFE asked Philip Reisman, who illustrated *Anna Karenina* (LIFE, Feb. 5) to do the sketches below. Action begins on a lonely farm.



1 Leonora says goodbye to Ellen (left), her housekeeper and companion, who leaves for London to fetch two harmless insane sisters for a vacation in Leonora's house. Leonora, a wealthy spinster, wears a red wig. In background, Lucy the maid.



2 Ellen's no-good nephew, Albert, arrives during his aunt's absence and persuades the soft-hearted Leonora to give him £12. Here she takes her strong box from its hiding place in a big hollow bake-oven while Albert watches her closely.



3 Later Ellen's sisters settle happily in Leonora's house, refuse to leave. Mad Louisa gazes through telescope, while mad Emily drags in dead birds. Leonora raises her hands in horror at so much mess, while Ellen (right) watches helplessly.



4 "They've got to go," says Leonora to Ellen, referring to her two sisters. Ellen is desperate because her sisters are miserable in London and she cannot afford to support them in comfort. Protecting her sisters is a religion with Ellen.



5 In fierce despair, Ellen strangles Leonora while she is playing the piano. She conceals Leonora's body in the bake-oven and bricks up the opening. Thus Ellen hopes to keep her sisters with her indefinitely in Leonora's house.

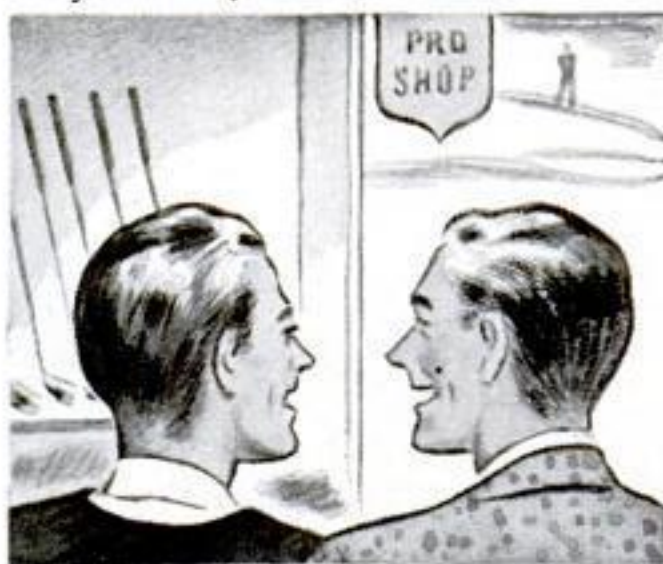
I Was Caught in the Act by my Pro...



1. Was my face red when Ted, our Pro, caught me buying golf balls in a downtown store. "Hope they're really cheap, Mr. Lansing," he said. "If you're not getting plenty off my price, you may be stuck!"



2. The old raspberry — that's what it sounded like to me! So the next day when I went out to the club I looked up Ted and asked him what he meant by his crack of the day before. "How do you mean, stuck?" I said.



4. "You see, every Acushnet Ball is double tested for symmetry by X-ray . . . for weight and distance by scientific tests before it leaves the factory. It takes a big price cut to make up for that when you're 2 down and 3 to go!



3. Ted grinned. "You see, when you buy balls from me, Mr. Lansing, I sell you Acushnets, don't I? Well, that's because I know they're best suited to your type of game — and because I know Acushnets are uniformly accurate.



5. "Besides all that, Mr. Lansing, you ask me to take strokes off your game. That's why you members employ me, isn't it? Well, why pay me for advice on equipment and . . . then . . . pass up the advice?"

I GET IT TED! BUY GOLF EQUIPMENT THROUGH YOUR PRO. HE KNOWS BEST WHAT'S GOOD FOR YOUR GAME. HEREAFTER "STORE-CLERK PROS" ARE OUT AND ACUSHNETS ARE IN!



ACUSHNET GOLF BALLS

-Sold only through Pro Shops

TITLEIST, 75c
For experts only

BEDFORD, 75c
The ball that can take it

GREEN RAY, 50c
PINNACLE, 35c

"Ladies in Retirement" (continued)



6 Albert pays a second visit to his Aunt Ellen. Wearing Leonora's dressing gown, he cavorts with mad Louisa, who squeals with glee. Albert hopes to hide here while police hunt him for embezzlement.



7 Looking for money, Albert breaks open bake-oven and sees it has recently been bricked up. He learns from a neighbor that Leonora disappeared suddenly without explanation, suspects she met foul play.



8 Albert and Lucy steam open a letter to Leonora from her bank suggesting that someone is forging Leonora's signature to get her money. Albert now is sure Ellen is guilty. Meanwhile, he is seducing Lucy.

CONTINUED ON PAGE 53

TWO NEW GASOLINES

Highest Road-Performance Rating in SHELL History*

QUICK FACTS ON **NEW SUPER-SHELL**

- **Is it higher in anti-knock?** Yes! Try NEW SUPER-SHELL on the steepest hill you can find. Try it on a fast getaway in high. You can *feel* the difference!
- **Is NEW SUPER-SHELL quick starting?** Got a stop watch? Step on the starter. Your engine's in action **RIGHT NOW!** And hold onto your hat for the getaway. That's how NEW SUPER-SHELL works on starts and pick-ups!
- **How about economy?** NEW SUPER-SHELL is made by Shell's "Balancing" process. It's *balanced* for peak performance in all gears, at all speeds—balanced to cut the cost of Stop-and-Go.
- **Does NEW SUPER-SHELL cost more to make?** Yes—but costs you no more to **BUY**.

QUICK FACTS ON **NEW SHELL PREMIUM**

- **Is its anti-knock performance improved?** Yes! If your anti-knock requirement is far above the average, NEW SHELL PREMIUM will amaze you with its smooth, steady, knockless power!
- **Quick starting?** Like a flash! We know of no faster!
- **Better mileage?** Absolutely! Because NEW SHELL PREMIUM is made from the cream of the crudes—balanced by Shell's own process—you can count on it giving you increased savings on your costly Stop-and-Go.
- **What about price?** Costs more to make, but costs you no more than the usual extra price.

***Road-Performance Rating (R.P.R.) is the true measure
of a fuel's performance IN YOUR CAR**

IT'S NOT what a gasoline does in the laboratory but what it does *in your car* that counts.

The fuel that is high in laboratory rating may show faulty behavior under road conditions. Shell engineers get the final answer from automobiles on the road.

The final answer is the Road-Performance Rating.

The NEW Super-Shell and the NEW Shell Premium have come through both laboratory and R.P.R. tests with flying colors. Week after week they have proved themselves by an amazing performance record

in stock cars of different makes—each has shown, in its price class, the highest R.P.R. in Shell history: Starting. Warming up. Accelerating. On the straightaway at high speed. "Loafing." Hill climbing. In heaviest Stop-and-Go traffic. In mileage tests. In "anti-knock" tests.

Such a high R.P.R. is the result of Shell's "Balancing" process. No one performance quality is emphasized at the expense of another, there's no "robbing Peter to pay Paul."

Try out the R.P.R. of the NEW Super-Shell or the NEW Shell Premium in your car —you be the judge!

To get full advantage of the high R.P.R. of these new balanced motor fuels, do not dilute them with ordinary gasoline.

**New DAY-and-NIGHT
Emblem of SHELL**

**SHARE-THE-ROAD CLUB now ready—
drive in—get yours FREE**

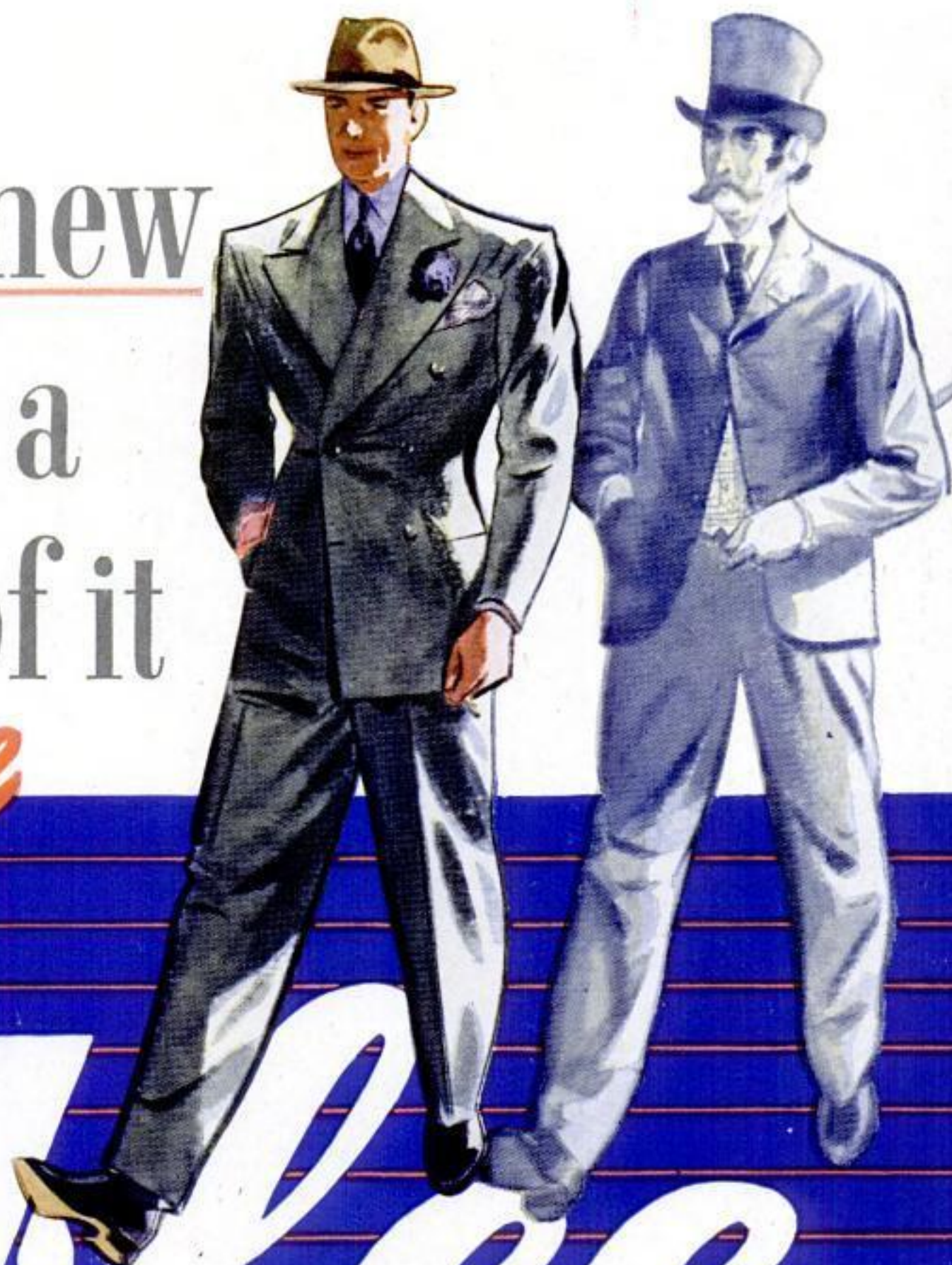


If you want the fine new
name in shoes—with a
fine old name back of it

better see

Roblee

SHOES FOR MEN



Brown Shoe Company built its first pair of shoes when Rutherford B. Hayes was president. This company and subsidiaries have since built 300,000,000 pairs. Today, in 19 great plants, it is producing the greatest shoe values in its entire shoe history.

The newest Big Name from Brown is Roblee Shoes for Men, a whole lot of shoe at just \$5 to \$6.85.

Roblee styling speaks for itself, but we make these shoes a "Baker's Dozen" with a choice of these two great features:

Want that "moccasin" feel?—That's almost what Roblee Tread Straight gives you. "Snugs" and supports instep. Special heel gently pivots foot straight ahead, as Nature intended. You feel "up-on-your-toes."

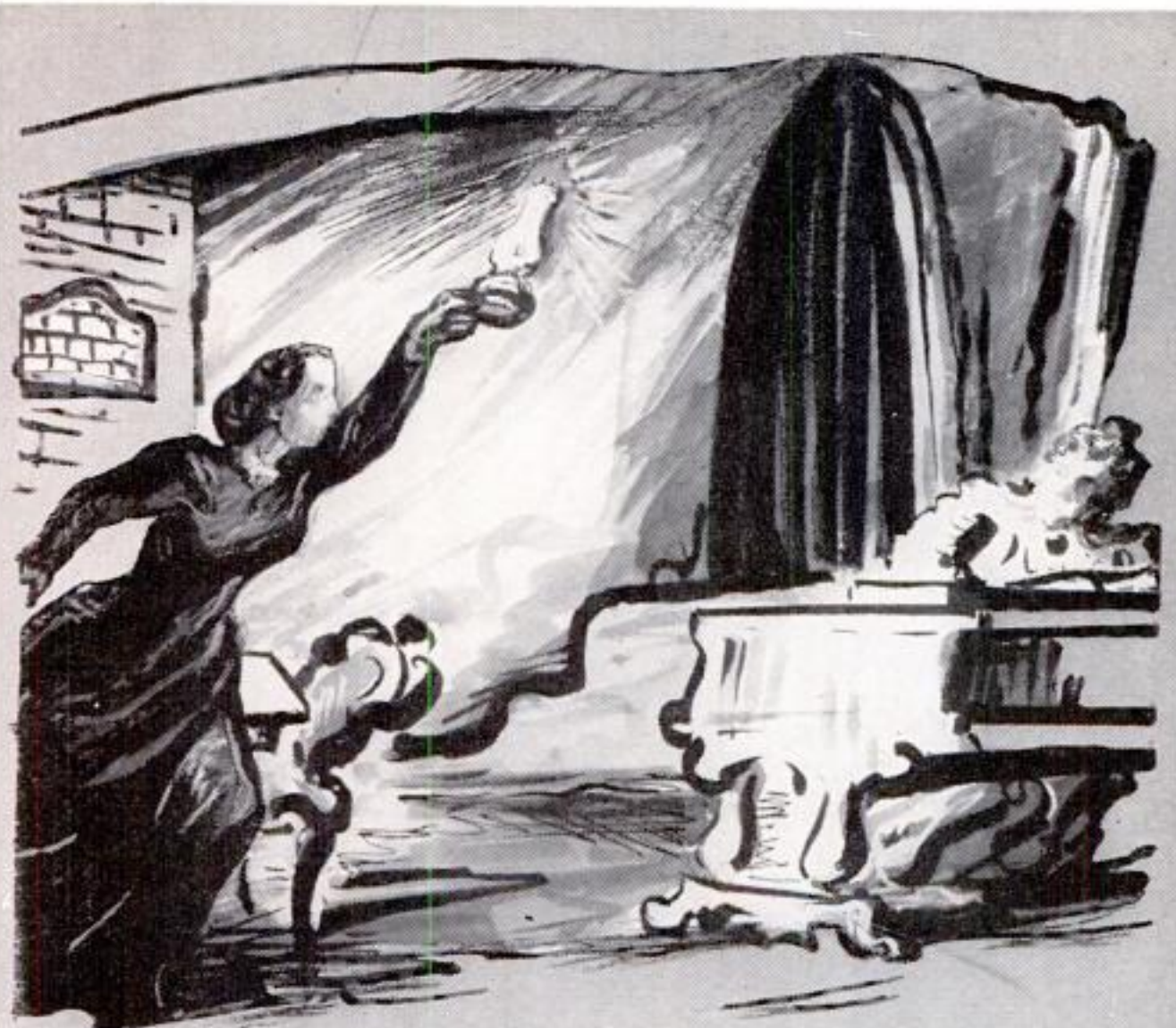
Want to float through the air?—We mean "with the greatest of ease" too. Patented Roblee Air Step does it. Cushions shocks before they reach the spine. More bounce, less fatigue; more spring, less jar.

If you want more quality, style and comfort for shoe money, spot the store in your city with the red-and-blue Roblee sign. Roblee Shoes for Men are made by United Men's Division, BROWN SHOE COMPANY, St. Louis.

\$5.00 to \$6.85
Some special materials slightly higher.

Shoes illustrated are: **1**—Two-tone tan ventilated; B-633; Bush Last; also in all-over white, B-631; and in two-tone brown, B-632; in two-tone gray, B-634; **2**—White Shubuck and Turftan, heavy red rubber sole and heel, B-641, King Last; **3**—Tan and white, B-630, Court Last; **4**—Genuine white Peccary pig buck trimmed in tan, antique finish, B-652, Ambassador Last; **5**—Genuine white Jack buck, B-657, Ambassador Last.





9 Near midnight Albert stages this scene in order to terrify his aunt into confession. He dresses Lucy in Leonora's clothes and wig, sits her at the piano. Here Ellen mistakes Lucy for Leonora's ghost, and faints.



10 Next morning, her nerves shattered, Ellen admits murdering Leonora to provide a home for her sisters. Albert tries to blackmail her. Here, clutching Leonora's wig, she threatens to murder him also. He flees.



11 In final scene, police arrive hunting Albert. Lucy runs to tell them of Ellen's crime. Here Ellen marches out to confess, while her mad sisters, oblivious of everything about them, sit playing with feathers.

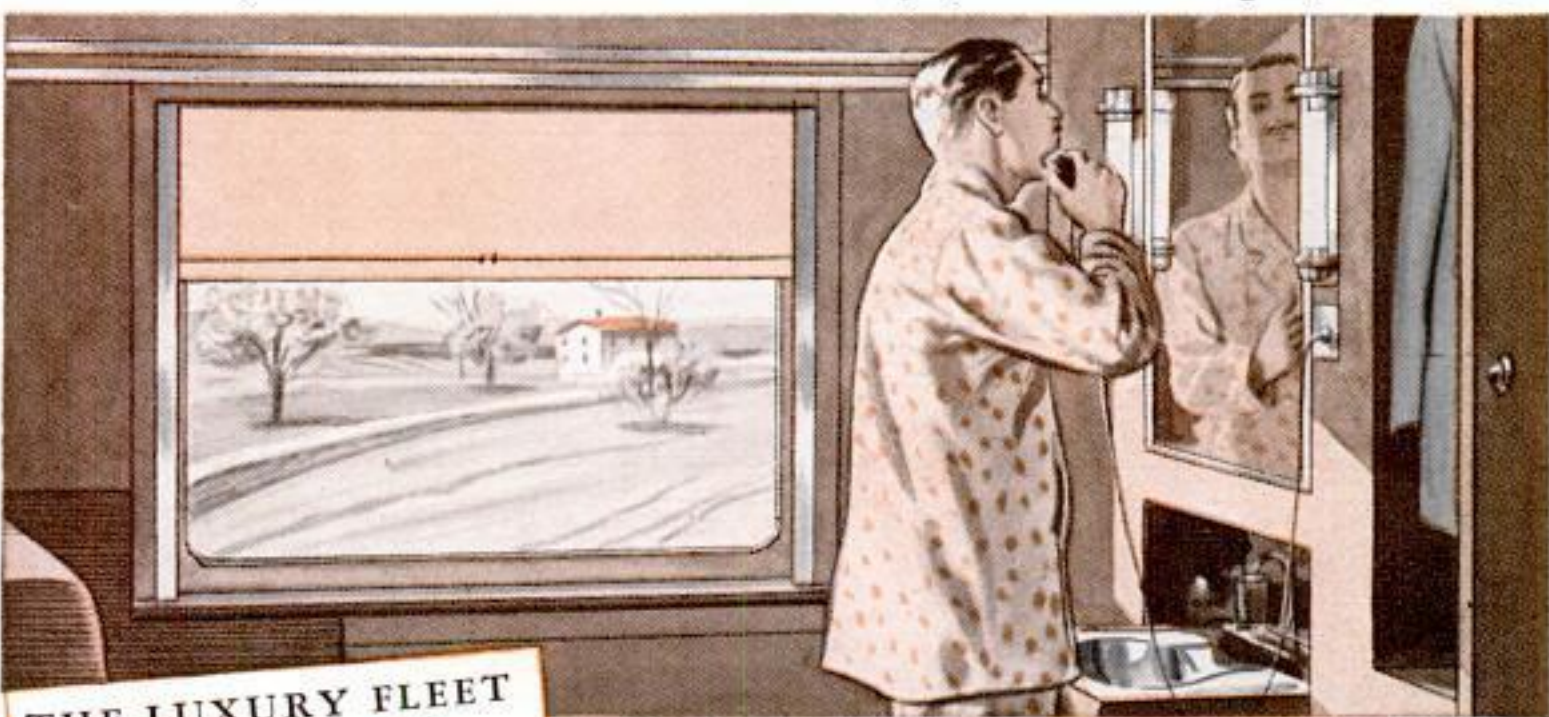
Relax IN PRIVACY WHILE YOU TRAVEL!



AN OVERNIGHT TRIP ahead? Here's a suggestion: reserve a "Roomette" on Pennsylvania Railroad's *Luxury Fleet*,* daily between East and West. Something new? Yes. But *so much* is new on these great trains! The lounges, designed for ease and elegance... the diners, so smart in modern styling... the Pullman accommodations, strikingly new, different—even a new riding comfort!



DESIGNED FOR ONE, the "Roomette" is a private room—with a touch of magic in it. Everything that you need is enclosed, out of sight, within easy reach. Washstand, ice water, wardrobe, shoe locker, toilet facilities, individual air-conditioning—why, there's even a magic vent to whisk tobacco smoke away! Your bed? That's new in design, too—full-length, homelike.



THE LUXURY FLEET
BROADWAY LIMITED
(16-hour All-Room Train)
New York—Philadelphia—Chicago
THE GENERAL
New York—Philadelphia—Chicago
"SPIRIT OF ST. LOUIS"
New York—Philadelphia—St. Louis
LIBERTY LIMITED
Washington—Baltimore—Chicago
THE PITTSBURGH
(All-Room Train)
New York—Pittsburgh
THE GOLDEN TRIANGLE
Pittsburgh—Chicago

IN THE MORNING shave and dress in leisure. But here's the best news of all! A "Roomette" costs *little more than a lower berth*. So, to travel in privacy is—at the present low fares—as economical as it is enjoyable. Next trip, reserve a "Roomette" on *The Luxury Fleet*!

PENNSYLVANIA RAILROAD

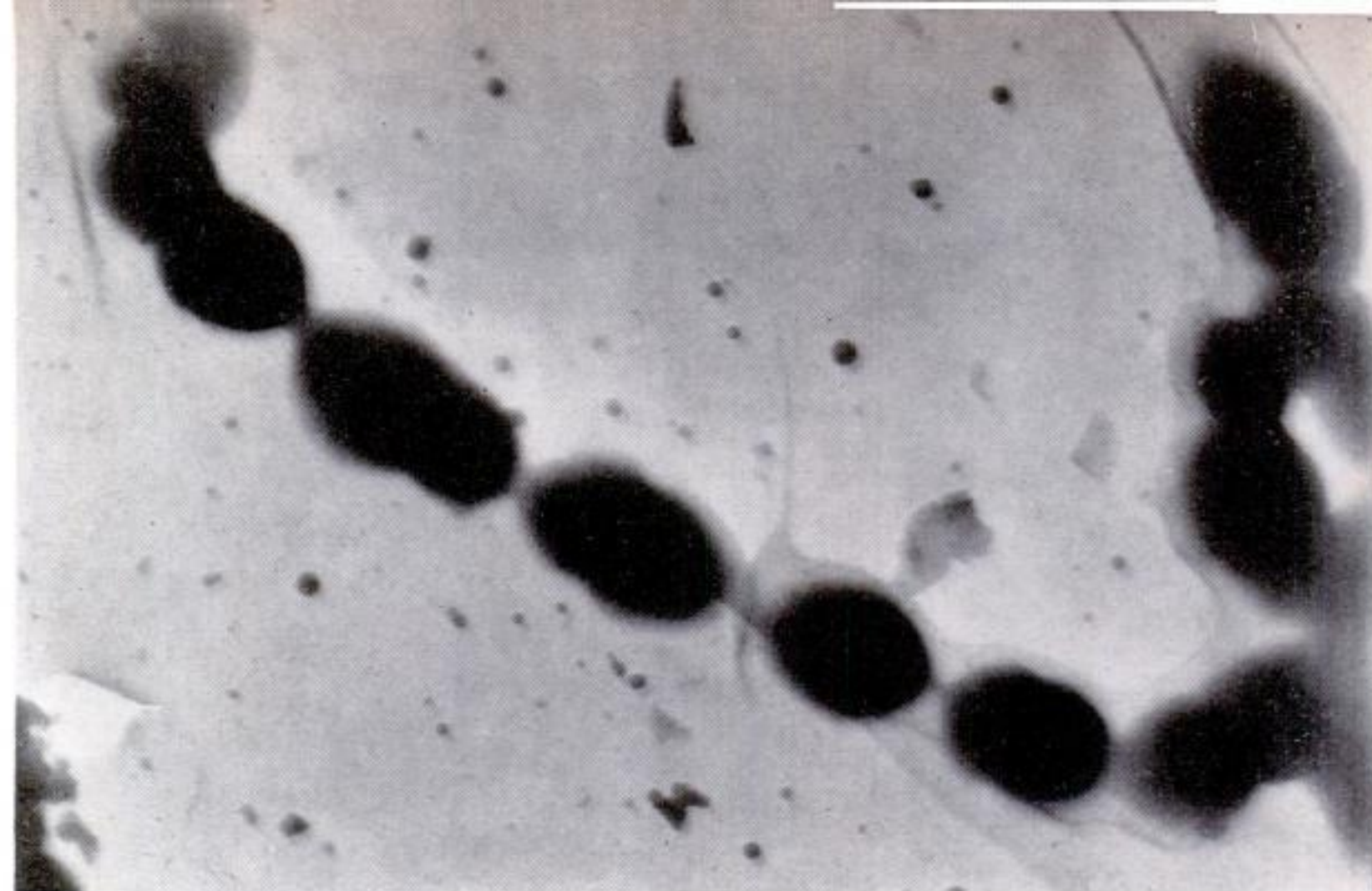
Accommodations available on *The Luxury Fleet* include Roomettes, Duplex Rooms, Master Rooms, Bed Rooms, Compartments, Drawing Rooms, Section Sleepers and Luxury Coaches with reclining seats.

*"Roomettes" also available on the Cincinnati Limited, New York—Cincinnati, and several other through trains.

THE DIRECT ROUTE to the World's Fair in New York... Shortest Route, with connecting lines, to the West and Golden Gate International Exposition, San Francisco



Light microscope photograph shows streptococcus germ (in square) magnified 1,000 times. Even in top light enlargement of 2,500, these germs are tiny specks in big field.



Electron microscope photograph shows same streptococcus specimen here magnified 22,000 times. Useful magnification of RCA electron microscope through photographic enlargement goes up to 50,000.

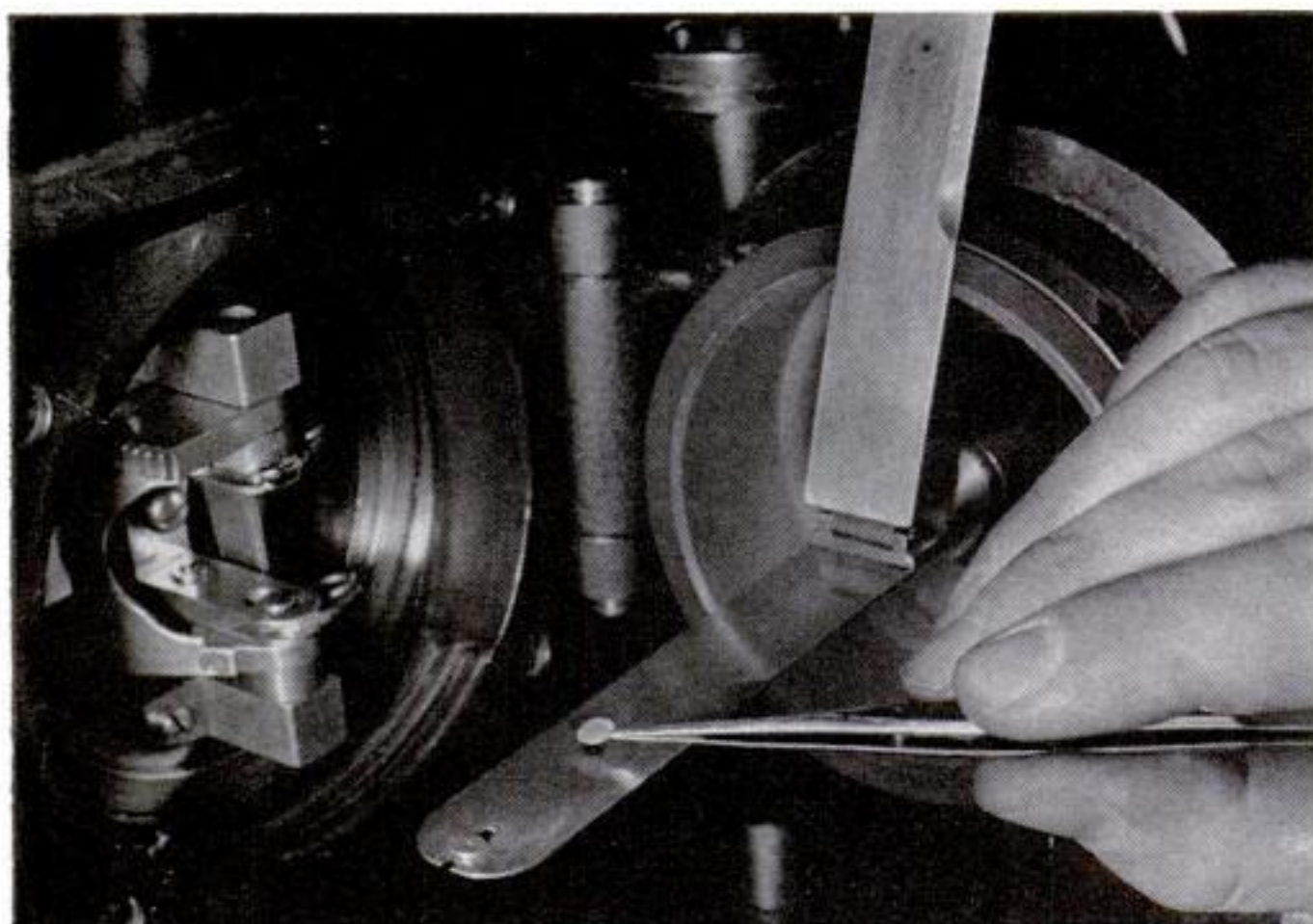
ELECTRON MICROSCOPE MAGNIFIES INVISIBLE WORLD 25,000 TIMES

The greatest extension of human vision since 1677, when Anthony van Leeuwenhoek first focused spermatozoa under his crude lens, is the electron microscope (right). The electron microscope turns a beam of electrons on a world invisible to light, and in experimental tests, has magnified it 25,000 times, ten times the top power of the best microscope. First electron microscope available for immediate practical use in scientific research was announced last week by the Camden, N. J. laboratories of the Radio Corporation of America.

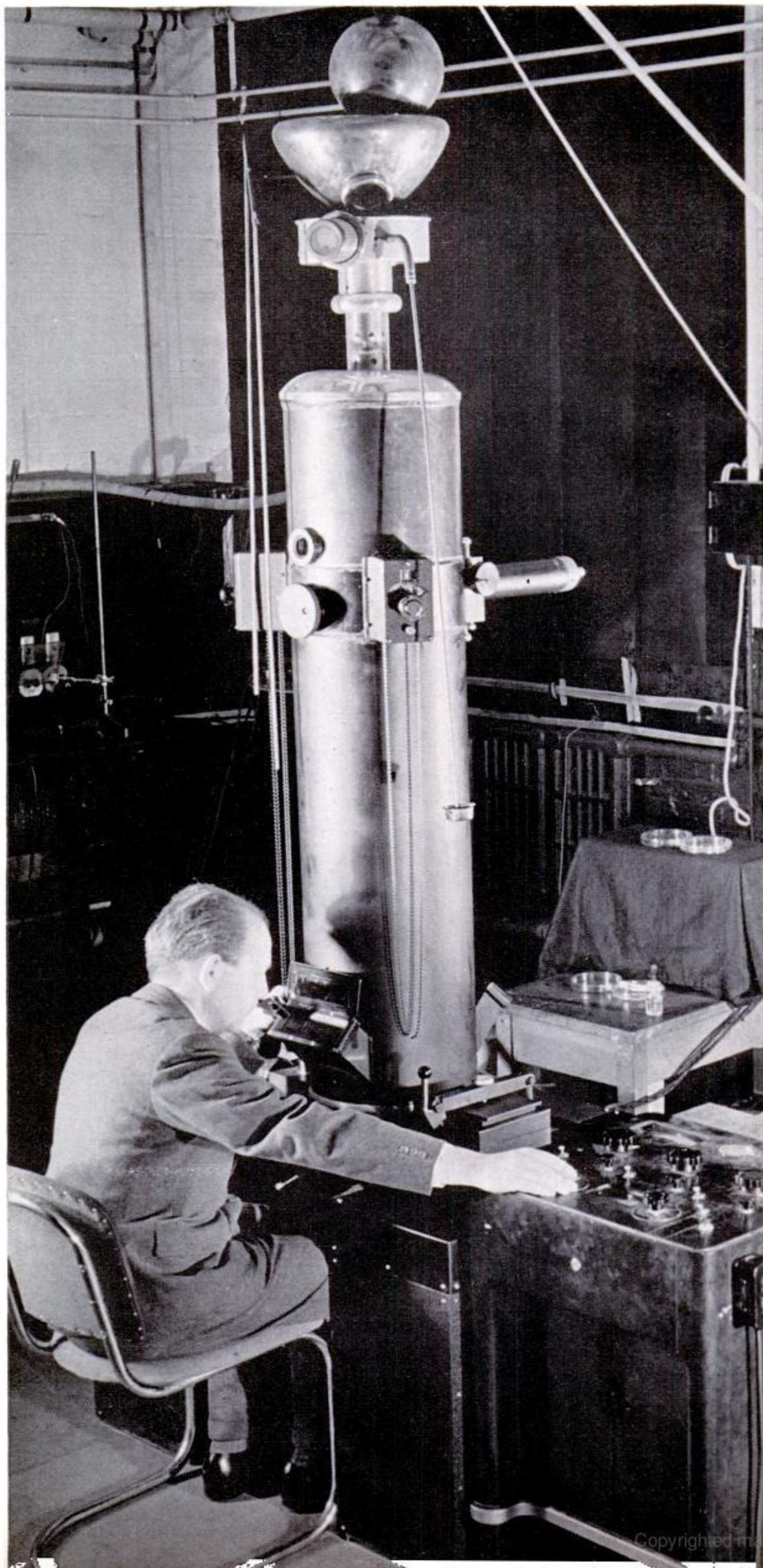
The 2,500 useful magnification limit of the best light microscopes is imposed by the nature of light itself. Microscopic details smaller than one-half the wave length of visible light are literally submerged from sight. In the RCA electron microscope a wave length one hundred thousand times shorter than visible light brings these details into sharp definition.

In operation the electron and light microscopes are closely analogous. A magnetic field, instead of a glass lens, concentrates the beam of high velocity electrons down through the specimen. A second series of magnetic "lenses" steps up the image of final magnification. The image can then be observed on a fluorescent screen or recorded directly on a photographic plate.

The RCA electron microscope was designed and constructed by Dr. Ladislaus Marton (seated at microscope) under the supervision of Dr. Vladimir Zworykin of television fame. First biologic specimen observed in it was a streptococcus series, with the extraordinary results shown above. Turned thus on other laboratory specimens, the electron microscope promises to open up a whole new universe for investigation by scientists in every field of research.



* Electron microscope specimen (above) must be specially prepared, since the usual glass plate blocks electron beam. In collodion film on fine-wire screen the specimen is locked into microscope column (right) from which electron-absorbing air has been evacuated. Electron beam originates in electron gun at top of column.



*Sales are Booming—
because Buick's hot,
and Buick dealers are
offering swell "deals"*



How else can you tell?

WHAT car will give you the most fun? Where'll you get the most for every dollar?

Why, you can hardly tell *what a modern automobile should be like*—unless you try a Buick first.

There are two reasons for this.

Reason One—smart buyers rate Buick *tops* in style, comfort, room, smoothness, action and solid merit. It's this year's yardstick. That's proved by sales, hitting new all-time highs for the 1940 season.

Reason Two—here's a great car that's *within your reach*. Its price is attracting even lowest-price-field

buyers—nearly twenty per cent of our sales come from them.

Specifically—Buick lists as low as \$895 ★for the business coupe, delivered at Flint, Mich. Transportation based on rail rates, state and local taxes (if any), and optional equipment and accessories are extra, and prices are subject to change without notice.

All of which adds up to low delivered prices that make this car the buy of a lifetime.

Challenge that, if you like. Best way is to ask the nearest Buick dealer for a demonstration. First step toward a bargain this season is to see Buick first.

"Best buy's Buick!"

EXEMPLAR OF GENERAL MOTORS VALUE

Send for: What to Look for in a Demonstration—
a guide to new-car buying you can't afford to be
without. Write Buick Motor Division, Flint, Mich.



SOMETHING ON THE BALL

By O.B. KEELER

Co-author (with Bobby Jones) of "Down the Fairway" and "Goodbye to Golf"; member of Collier's All-America Football Board; noted sports authority and columnist for the Atlanta Journal.

ILLUSTRATED BY BURRIS JENKINS, JR.

WHO'LL be the champions of 1940? Look for the men with *something on the ball* . . . the men who've added *brains* to strength and speed . . . who've made a fine art of what was once an accident.

An old story? No. Baseball was about 30 years old before pitchers learned how to put something on the ball. Soon fadeaways, spitballs, emery balls, shine balls, fingernail balls and knuckle balls were wrecking batting averages on every diamond in the country.

What did it? Science got busy. The university professors demonstrated that it was all a matter of air pressure. When you throw a ball forward *without any spin*, the air is churned up behind it, and suddenly creates pressures one way or another that put the ball off its course. Thus, the sharp, deadly, unpredictable break of the spitball.

Throw the ball forward *with a spin*, and something else happens. One side of the ball (say, the left) is turning backward, so it moves easily through the air. The other side (the right) is turning forward, *against* the air. This piles up the air pressure on the *right* side, and pushes the ball to the *left*.

In other words, a spinning ball follows its nose. If the nose is spinning to the left, the ball *curves* left. If the nose spins upward, the

ball will be an upcurve. A *down-spin* causes a *drop*.

Outcurve, incurve, upcurve, drop. Seems simple, doesn't it? It isn't. Ask the mighty Giants, who stood and swung helplessly all one sunny afternoon in 1925, while Walter Johnson curled bewitched balls tirelessly across the plate. And when the "Big Train"



RALPH GULDAHL—two consecutive National Open Championships, 1937, 1938—proved that Ralph Guldahl has plenty on the golf ball.

smoked that last pitch in, the stands' roar was tribute to one thing—"something on the ball."

It goes for golf, too. Remember the shot that helped win the 1937 Open for Ralph Guldahl? It came on the short 13th at Oakland Hills. Guldahl's Number 6 iron dropped the ball four inches from the flag—a birdie 2!*

*In the Saturday Evening Post dated June 12, 1937, Mr. Keeler had an article on Ralph Guldahl entitled "Money Player"—naming him as the best bet in the U. S. Open Golf Championship. The article was written in April. On June 12, 1937, Guldahl won the Open!



ARNIE HERBER—holder of pro records for most passes completed and most yards gained from passes; star of Green Bay Packers.



Something on the ball. That's what's making the champions today—yes, even in football, as any coach will tell you.

In last year's pro championship football game it was the educated fingers of Green Bay's Arnie Herber that rifled a bullet-like pass between two Giants straight into the arms of a waiting end to give the Packers the lead that spelled victory.

Go indoors—watch Joe Falcaro, outstanding match game bowler of America—if you



"Something on the Ball"—it made WALTER JOHNSON one of baseball's immortals. He struck out 3,400 men in his phenomenal career as a big league pitcher . . . for 20 years averaging 20 wins per season!

THE BEER THAT M

want to see something on the ball. He'll tell you it's *spin* that does it . . . spin that sends the pins tumbling in all directions, avoiding the heart-breaking "splits" that wreck scores.

And when you come to tennis—just think of Vincent Richards, whose terrific service and dazzling assortment of spins, chop-strokes, forehand and backhand smashes made him a leading star of the net world for over two



JOE FALCARO has bowled 49 perfect (300) games — holds match game record for 30 games with a 255 average and has rolled 33 consecutive strikes!

decades. Among many tennis "greats", he personifies this ability to put "something on the ball".

Have they reached the limit—these artists of sport?

Not by a long shot. On every baseball diamond, golf course, tennis court and gridiron, you'll find athletes studying new and ever-dizzier ways to put something else on the

ball. And the one who has *most* on the ball—Well, he's your champion for 1940!

* * *

Just as every sport has its champion, there's a leader in beer, too—a champion with "something on the ball."

It's Schlitz. And today it's an *even finer* Schlitz—a beer to honor the memorable victories, to celebrate the great occasions of life!

If you have not tried it—hurry! In just two or three minutes from now you can learn how really good a bottle of beer can be. Behind that new, distinguished cream, gold and brown label you'll find such a flavor and savor . . . such glorious freshness and cleanness of taste as you've never known before.

You will recognize that the Schlitz process, removing air from the bottle an instant before the beer flows in, protects its famous flavor right up to the moment you drink it.

So why not try it today? And have it ready always for the Great Occasions that call for the finest the world affords.

VINCENT RICHARDS—First American Professional Tennis Champion; winner of 40 championships including national and Wimbledon events.



Note the distinguished new cream, gold and brown label



For Great Occasions

AN EVEN FINER

SCHLITZ

MADE MILWAUKEE FAMOUS

Copyright 1940, Jos. Schlitz Brewing Company, Milwaukee, Wis.

ARE YOU A MOUSE, A LION, OR A FOX?



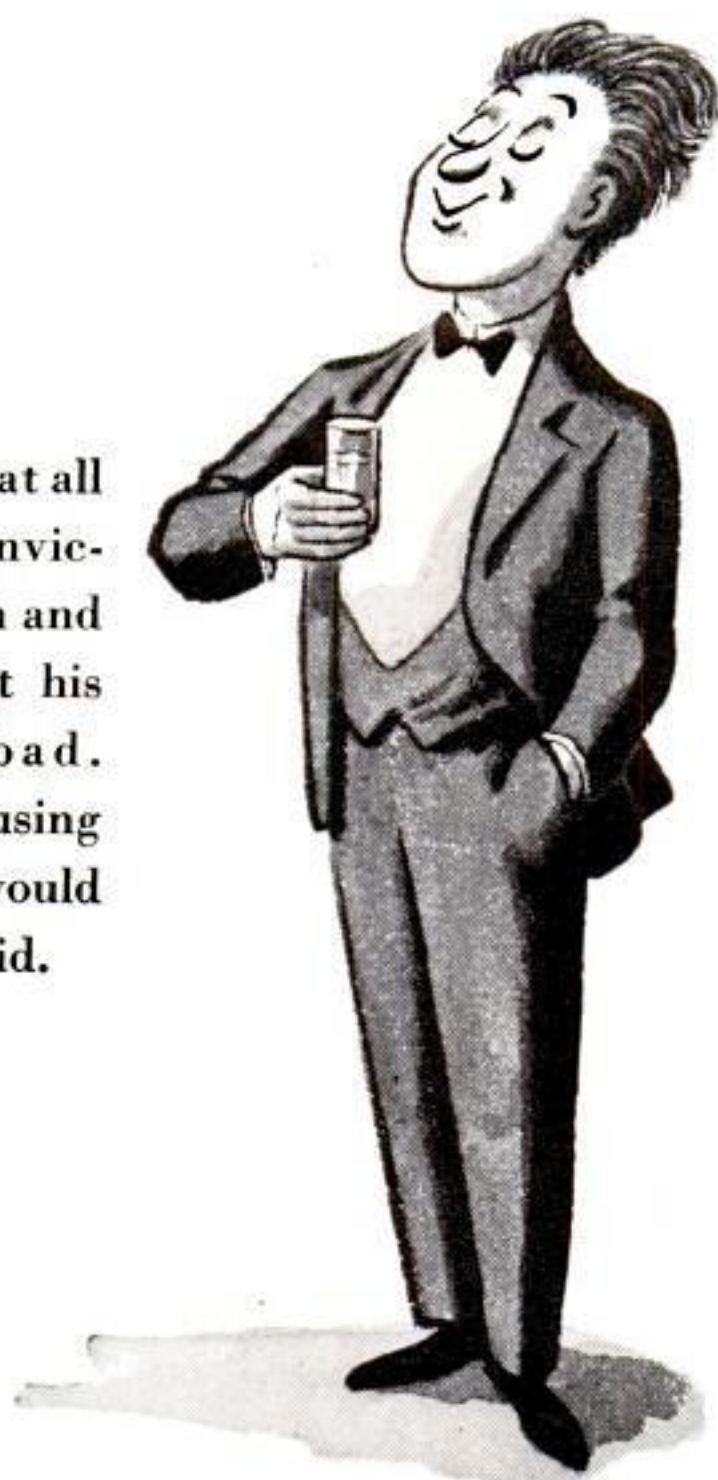
MOUSE

Scared to pieces that his breath is bad, but doesn't know what to do about it. Should always keep some CRYST-O-MINT LIFE SAVERS in his pocket.



LION

Pleased with himself at all times, having firm conviction he is a social lion and never dreaming that his breath could be bad. Doesn't think of using LIFE SAVERS, but would be much wiser if he did.



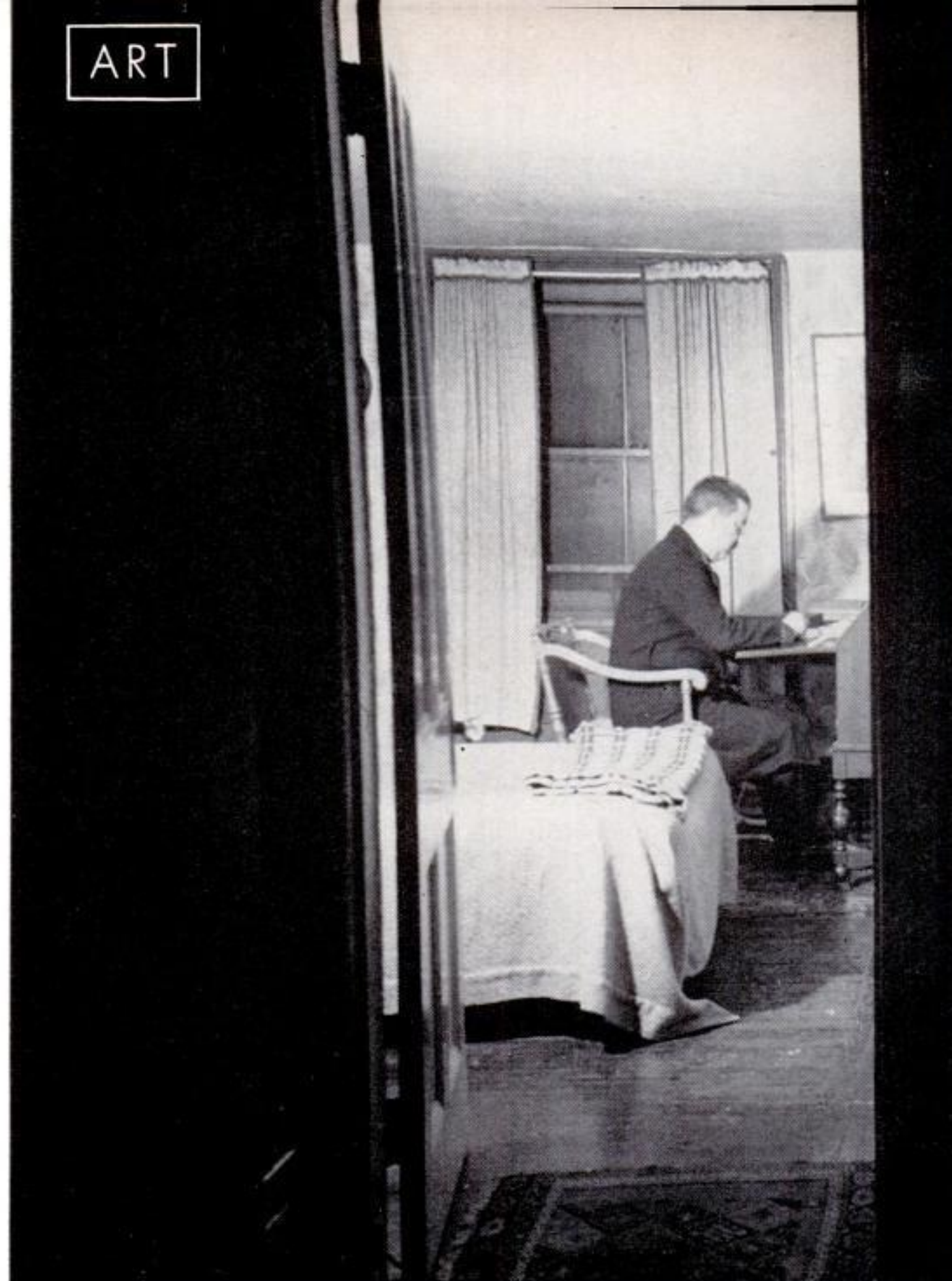
FOX

Realizes that, like all people, his breath offends sometimes after eating, drinking, or smoking. Uses LIFE SAVERS regularly, not only for breath-insurance, but because he likes them.



CRYST-O-MINT is one of 13 delicious flavors Sold everywhere. 5¢ If you want a thrill — try the brand-new, yummy flavor — BUTTER-RUM.

ART



GUY PÈNE DU BOIS IS COMPLETING HIS AUTOBIOGRAPHY IN HIS BEDROOM

THE DU BOIS FAMILY

THEY PAINT, WRITE BOOKS, DESIGN SHOWS

Around the dinner table, the Du Bois family gets so interested discussing each other's work they often sit until midnight. Four of them are busy, well-known artists. Their headquarters are two top floors of an old New York house in Greenwich Village.

Father of the family is Guy Pène du Bois. Famed as a painter, he is also an art teacher and critic. This summer his autobiography, *Artists Say the Silliest Things*, will be published by American Artists Group (\$3.75), and he is opening his own summer art school at Stonington, Conn. In 1738, his family moved from France to New Orleans. Guy was named after Guy de Maupassant, a close friend of his father's.

Until dinner is over, Mrs. Du Bois keeps a close eye on the



Guy Pène du Bois, 56, is a leading American painter of raffish city sophisticates.



Yvonne Pène du Bois, 26, paints, says: "I learned everything from father."



NEXT DOOR TO HIS FATHER'S ROOM, BILLY WRITES WHILE YVONNE PAINTS

IS AN ART FOURSOME

AND HAVE A STIMULATING TIME TOGETHER

kitchen. Sixteen years ago she gave up a successful career as a children's fashion designer to cook and act as family manager.

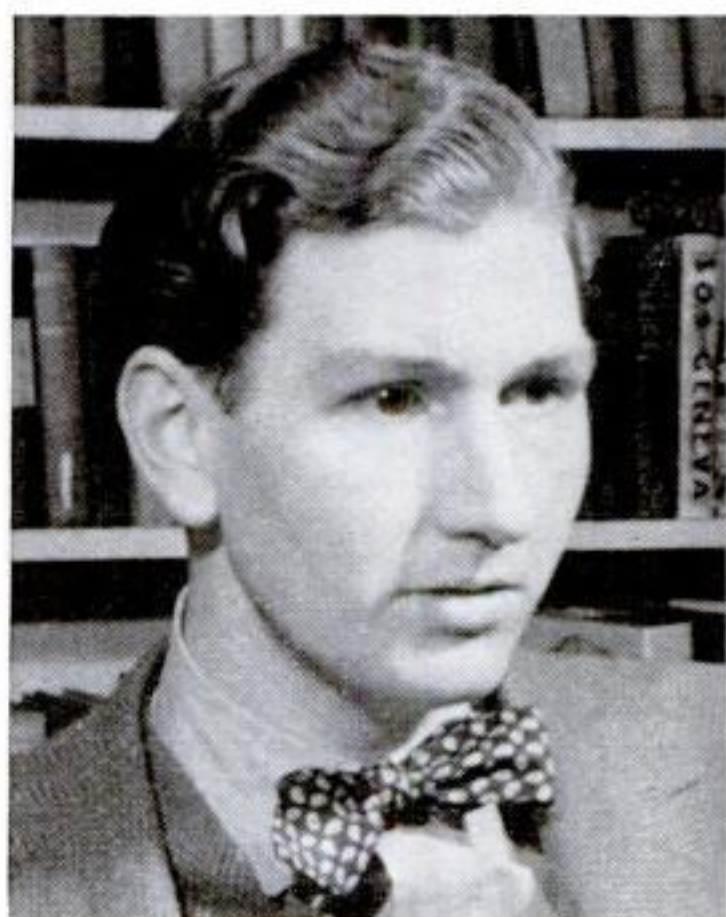
Dinner is usually served by Billy, the son. He has just written and illustrated his fifth children's book. For after-dinner coffee, Yvonne, the daughter, often drops in with her husband. Her painting hung last summer at San Francisco Fair.

Another frequent guest is Raoul Pène du Bois, a cousin, who is a leading Broadway designer. Says he of Billy and Yvonne: "In spite of being my relatives, they are my best friends."

After talking themselves dry at the table, New York's most versatile family of artists roll up sleeves and wash the dishes. LIFE shows their art work individually on the next four pages.



William Pène du Bois, 23, writes and paints, looks like a kid of 15.



Raoul Pène du Bois designed costumes and sets for 17 shows, is called a theater genius.

CONTINUED ON NEXT PAGE

Adventure in Refreshment . . .



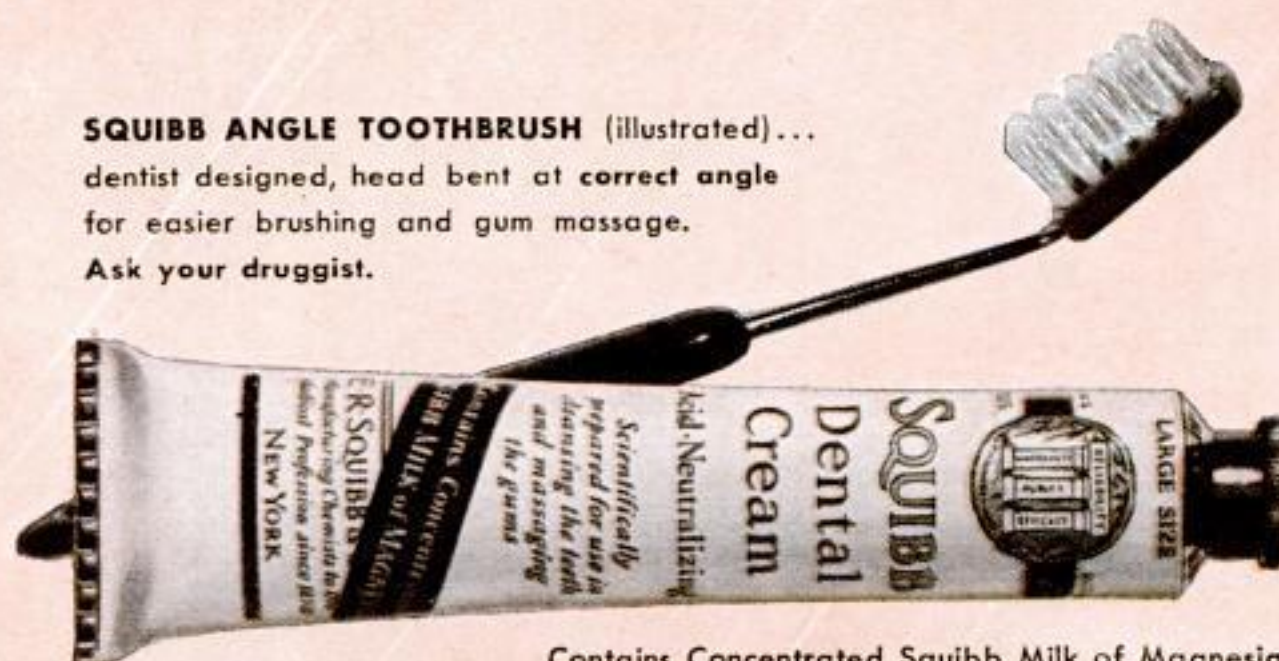
a minty flavor,
a cool April taste,
a thrilling new sensation
every time
you brush your teeth!

The adventure begins the minute Squibb Dental Cream touches your tongue. And then it comes in a rush . . . that important feeling of refreshment . . . the cool April taste in your mouth.

Squibb Dental Cream cleans and polishes thoroughly yet ever so gently. There's concentrated Squibb Milk of Magnesia in it, to neutralize bacterial acids . . . when it comes in contact with them . . . acids that might harm pretty teeth.

And so important to us is the purity and safety of the dentifrice you use . . . we put Squibb Dental Cream through 239 exacting tests. The evidence is the Squibb control number recorded for your protection on each carton or tube. Be sure to specify Squibb the next time you buy.

SQUIBB ANGLE TOOTHBRUSH (illustrated) . . . dentist designed, head bent at correct angle for easier brushing and gum massage. Ask your druggist.



Contains Concentrated Squibb Milk of Magnesia

SQUIBB Dental Cream

*Taste and feel the refreshing difference!

William Pène du Bois —

THE GREAT GEPPY

Six years ago when Billy du Bois at 17 finished high school in Morristown, N. J., his mother said, "Well, Billy, I guess this is all the education you get because we can't afford to send you to college."

"That's all right," said Billy. "I'm ready to work. I'm going to write children's books."

The Great Geppy, published this month (Viking Press, \$2), is the fifth children's book that Billy has written and illustrated himself. Like all of his works, it is a rip-snorting yarn told in a matter-of-fact style.

Geppy is the nickname for a remarkable horse called Susagep (Pegasus, spelled backwards). He speaks fluent English, has a keen mind, is striped red and white like an awning. He is sent by a famous detective agency to Bott Brothers Circus to solve a series of robberies from the circus cash box.

As a sleuth, Geppy has the advantage of becoming almost invisible because his red and white stripes blend with the striped circus tent (*below*). He takes part in all the circus acts in order to meet the performers and detect their motives for crime.

The case is finally solved when Geppy discovers the cash box is not really being robbed. It only appears robbed because the audiences are so large and the gate receipts are small. Reason is that the circus has not been doing well, and the ticket-seller secretly gives away hundreds of free tickets to fill up the tent. He knows that performers and artists, to do good work, must have big, appreciative audiences.



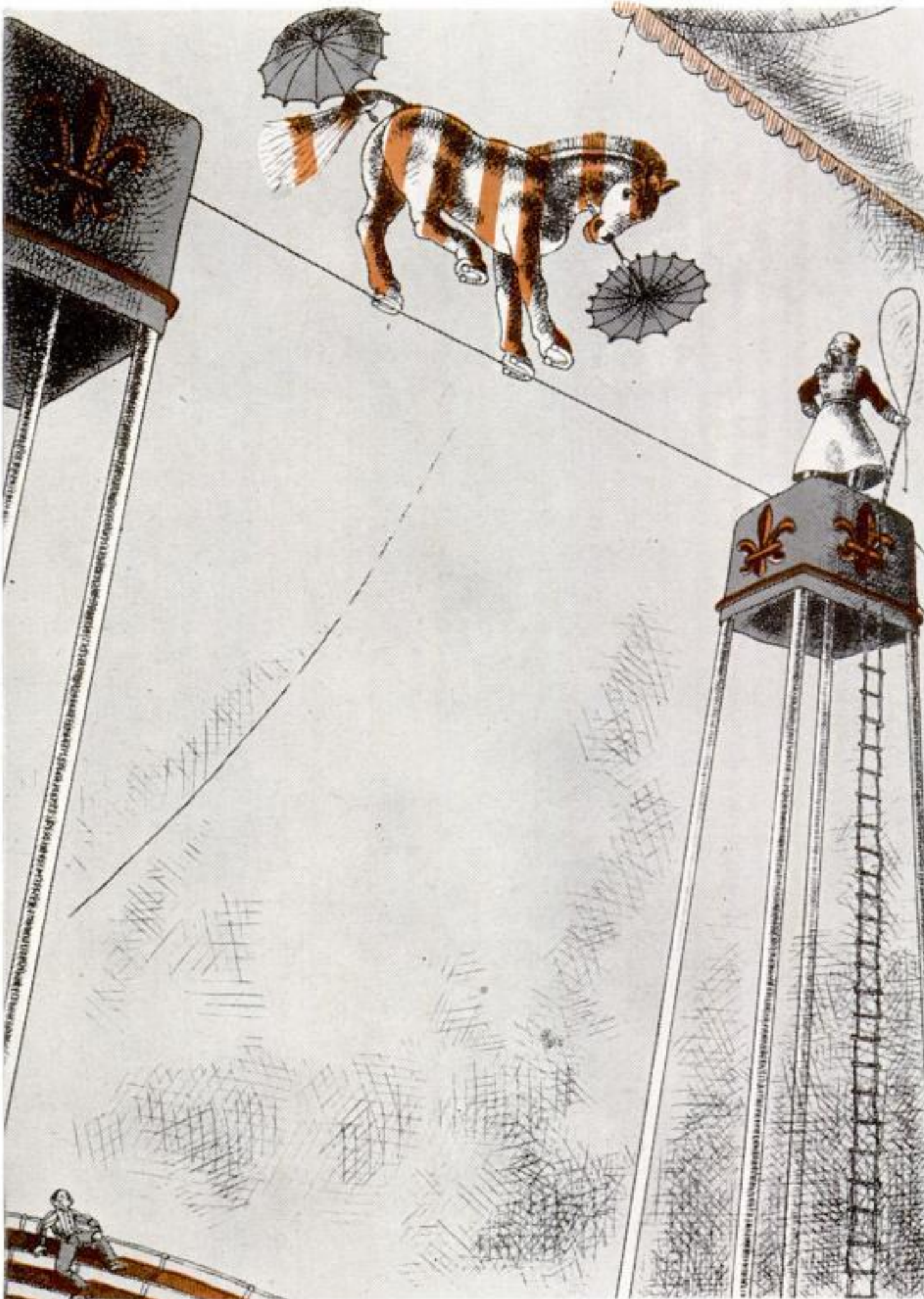
GEPPY IS A HORSE STRIPED LIKE A CIRCUS TENT



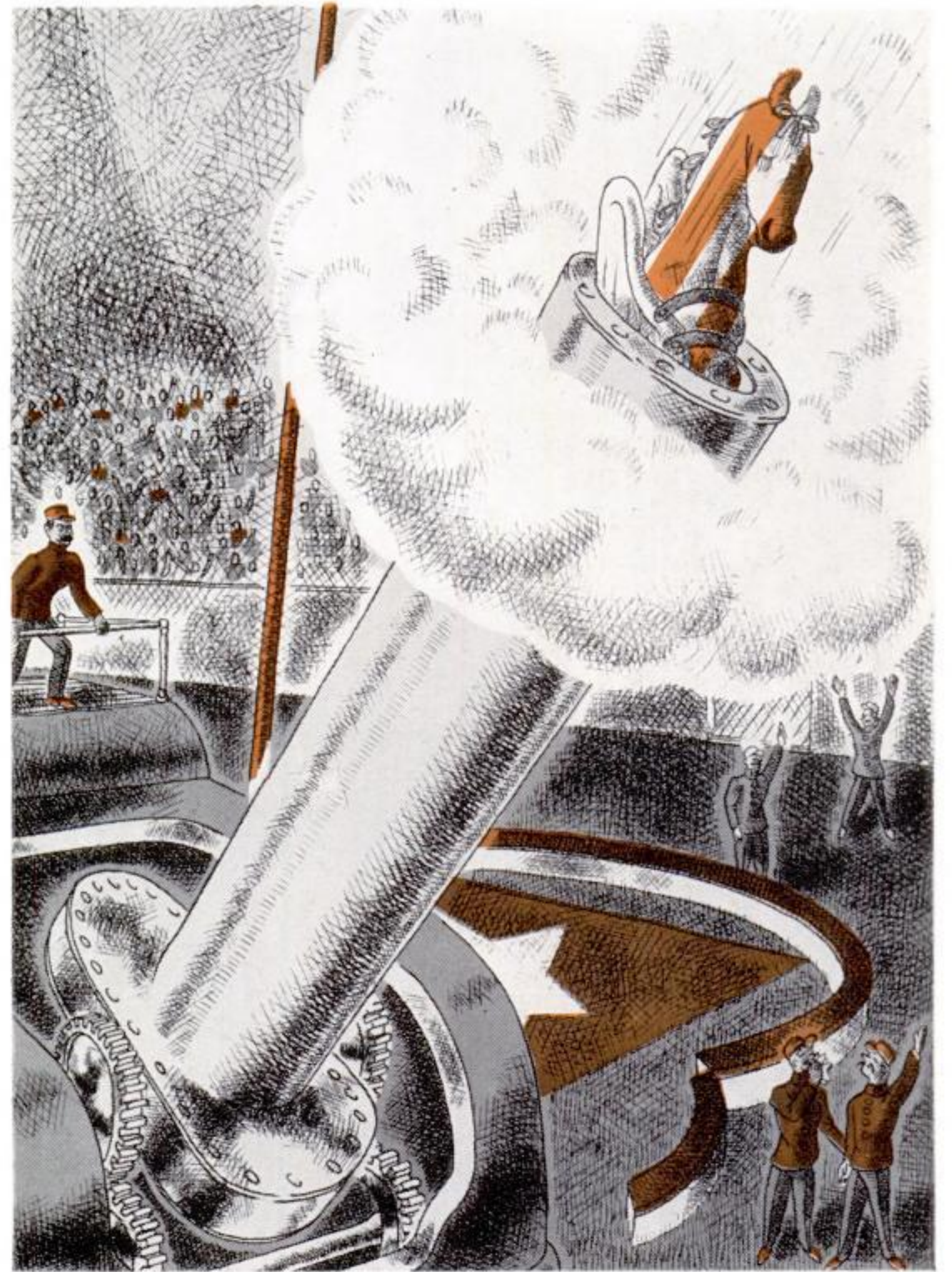
YOU SEE HIM EASILY WHEN HE BLUSHES SOLID RED



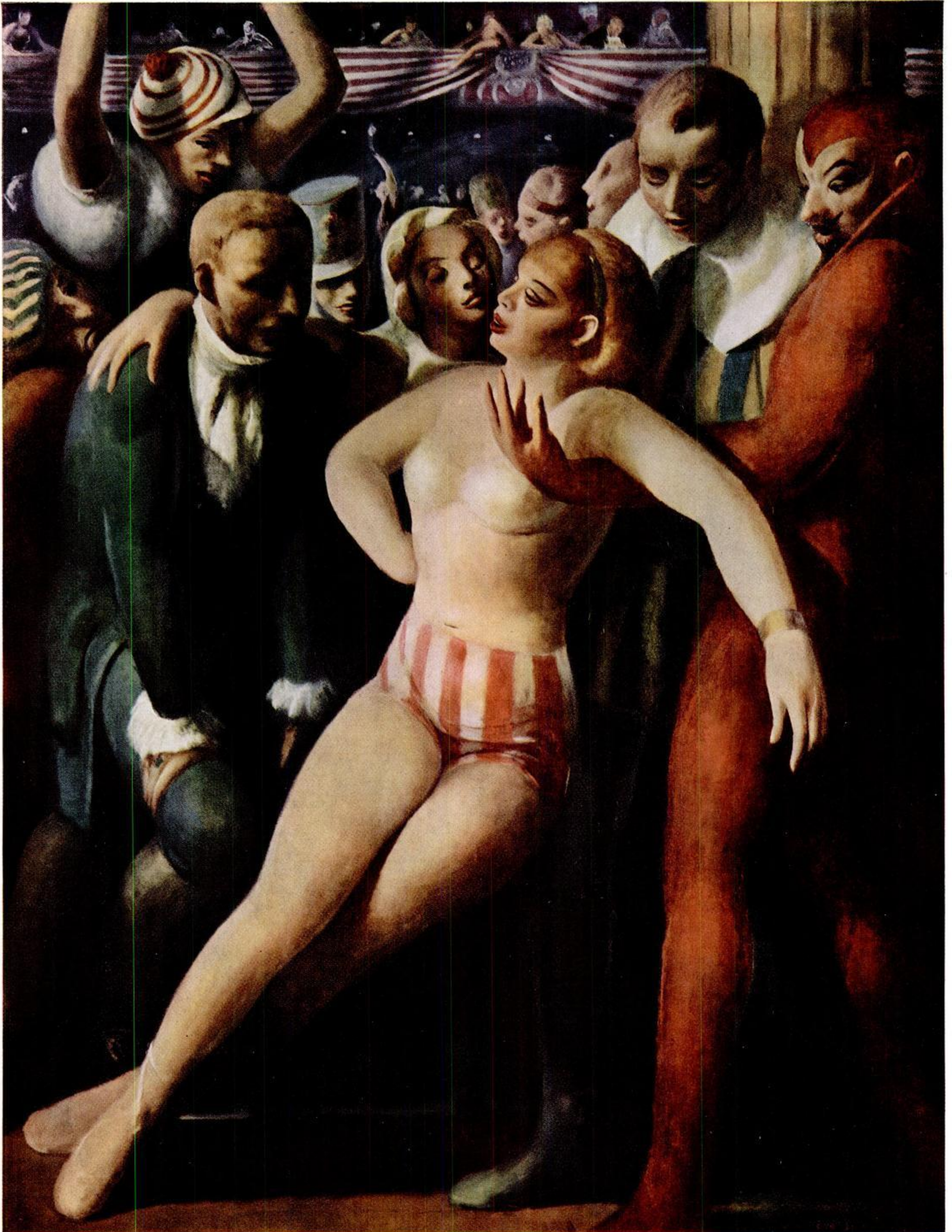
BUT USUALLY HE IS ALMOST INVISIBLE AGAINST TENT



Geppy walks the tight rope in the circus for the great Tayo Froti, Japanese animal trainer who whips him and fires blank pistols. Geppy gets so nervous on the high wire that he falls off, but lands gracefully in a net below. He decides he has no talent for wire-walking.



Geppy gets shot from cannon. With wings strapped to him, Geppy sails twice around the tent, while red, white and blue spotlights play on him and audience applauds for 25 minutes. Geppy is such a hit that he gives up detective work and joins the circus as a star performer.



"Carnival Interlude" shows a girl at a costume party passing out into the arms of several admirers, including a red devil. "But I do not mean," says Painter Guy Pène du Bois,

"that she is going to the devil." Du Bois painted this scene from memory of artists' revels in Paris and at Art Students League balls in New York, where his family always

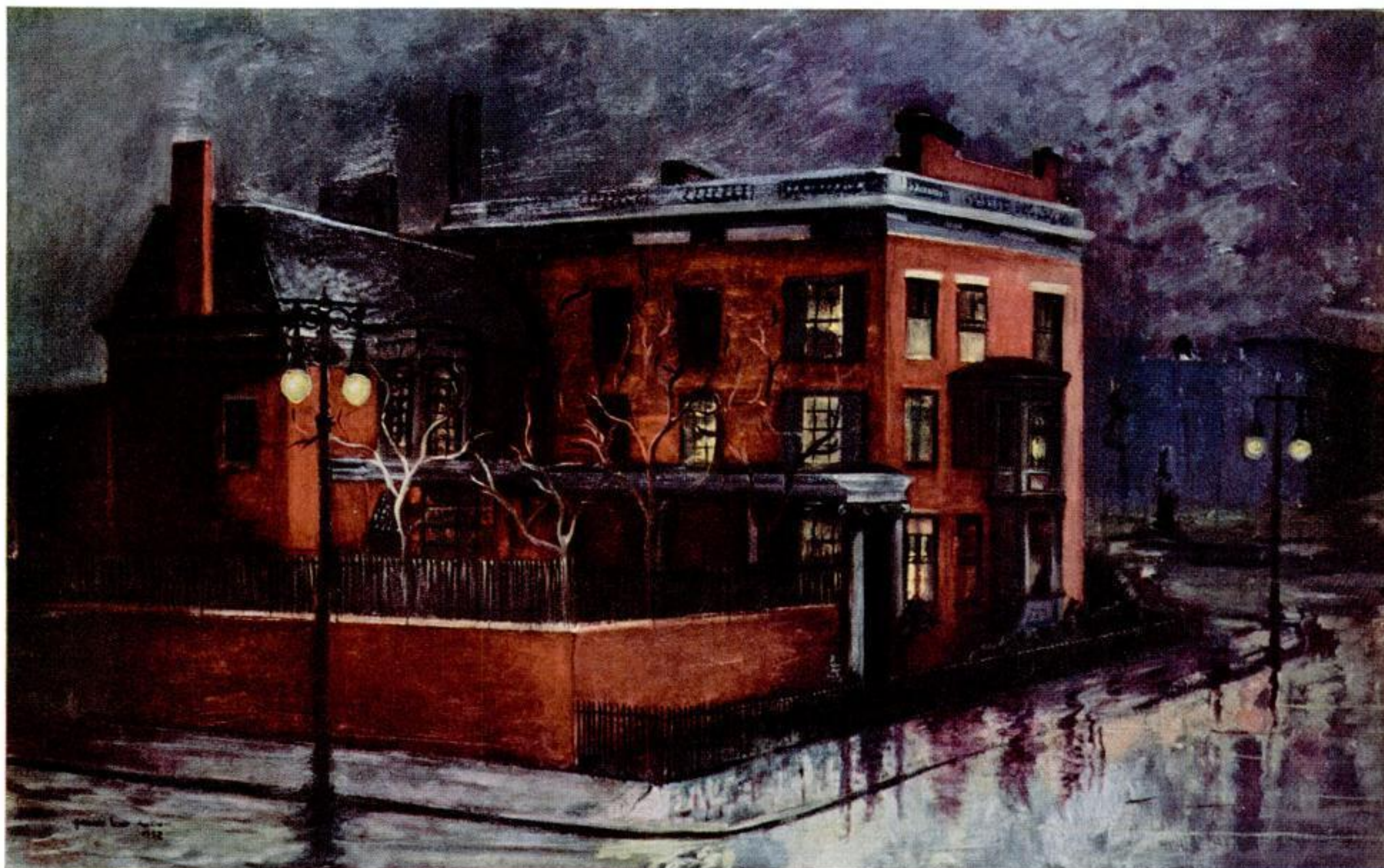
took a box like ones shown in background above. Exemplified here are outstanding traits of du Bois art: bold pattern, rounded forms, simplified drawing, Bohemian gaiety.

YVONNE PÈNE du Bois



"East River" is a New York scene showing Manhattan Bridge and a glimpse of Williamsburg Bridge at right. Yvonne Pène du Bois painted it from apartment-

house window, worked weeks arranging busy composition of sunlit streets, trucks, boats. Says Yvonne: "I wanted to handle a lot of things at once."



"Wanamaker House" at Washington Square is an old New York landmark, lived in by John Wanamaker for 20 years and now a Greenwich Village apart-

ment house. Yvonne du Bois painted it in memory of happy childhood days when she liked to play in Washington Square with her younger brother Bill.



THESE SKETCHES BY RAUL PÈNE DU BOIS DEPICT THE JAUNTY COSTUMES WORN IN A NEVADA MINING TOWN DURING THE 1870's. THEY ARE FOR A BALLET, "GHOST TOWN"

THIS DU BOIS COUSIN AT 27 IS BUSIEST DESIGNER OF BROADWAY SPECTACLES

Raoul Pène du Bois, cousin of William and Yvonne du Bois, should be a rich young man. This season he designed all costumes and most of the scenery for three Broadway musical hits, *Too Many Girls*, *Du Barry Was a Lady* and *Two for the Show*, all reviewed in past issues of LIFE. As designer of the ballet *Ghost Town* (above), he was the only American painter commissioned last year by the Monte Carlo ballet, which usually hires such European big names as Matisse and Dali. For the New York World's Fair

he is designing Billy Rose's new Aquacade (below).

But Raoul is an artist, not a businessman. He gets bullied into doing some shows for almost nothing at breakneck speed. For *Du Barry* he designed and supervised the making of seven scenes, 360 costumes in three weeks. He received \$400 doing a show for The Diamond Horseshoe, a New York night club which has since grossed more than a million dollars. He enjoys his work, but complains humorously, "The occupational disease of the theater is insanity."



For New York World's Fair this summer, Raoul has designed this setting for Billy Rose's Aquacade. At the lavish

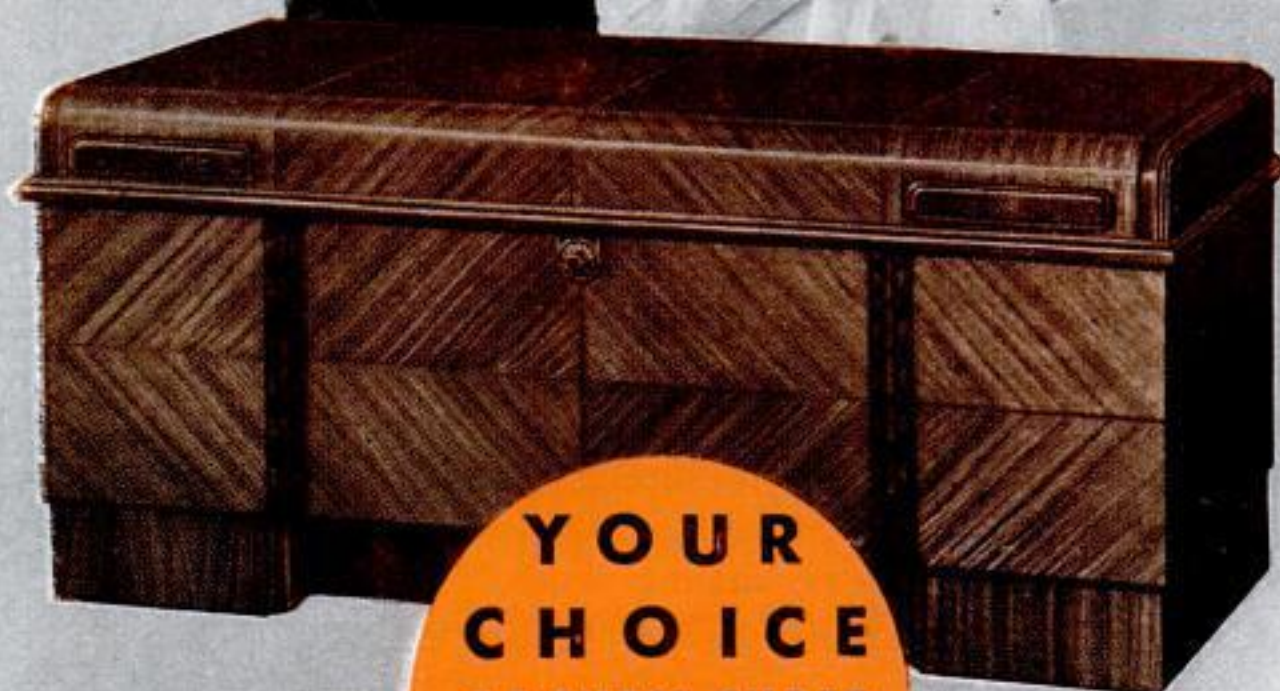
finale, ten fountains will shoot up between the pillars. A curtain of water will rise, stained with colored light. Fire

will blaze from each of twelve urns above the colonnade, 200 performers will parade in saffron satin and gold kid.

TO START THEIR NEW HOME



CEDAR CHEST



YOUR
CHOICE
OF THESE THREE
\$29⁵⁰

(Prices slightly higher
in the far west)



A smartly modern walnut—a Colonial "lowboy" dower chest in mahogany—a quaint Puritan maple . . . these are three of the special cedar chests for June Brides created by Cavalier. All are large—have roomy storage capacity—all have trays—plus the other exclusive Cavalier features described below. All are \$29.50.



A bride's special at \$19.50—typical of the many values in Cavalier creations.



Bride "Super-Special" at \$39.50—a glamour chest for the glamour girl. Spacious! Modish!

Write for the "Bride's Book", which tells everything about the wedding from engagement to honeymoon, including budgets.

CAVALIER FEATURES



Removable tray fits into lid in some models. Many other types.



"Keepsafe" Dial Combination and Key Lock. Only on Cavalier Chests!



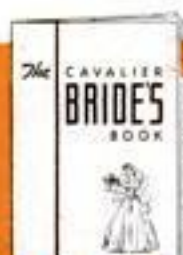
Your choice of 3-year insurance policy against moth damage.



A plaque in lid of chest with names of "her" and "him."



CAVALIER CORPORATION



Cavalier Corporation
Chattanooga, Tennessee
Enclosed find 10c. Please send me your booklet "The Bride's Book."
Name _____
Address _____
City _____
State _____

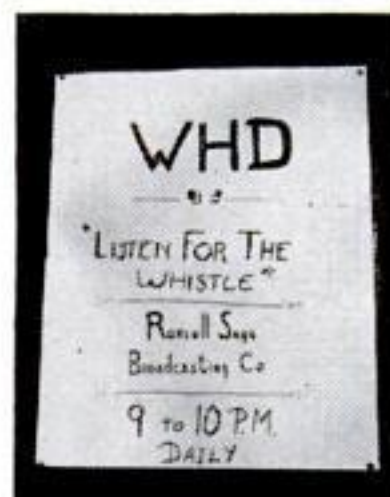
CHATTANOOGA, TENNESSEE

RADIO



The Russell Sage Broadcasting Co. puts on a skit. Dryfoos (center) reads all parts while Chick Mackinney (right) runs sound effects, Jack Perkins picks next record.

DARTMOUTH STUDENTS APE BIG-TIME SHOWS IN ROOM-TO-ROOM BROADCAST



SAGE HALL IS WARNED

The "Russell Sage Broadcasting Company" (unofficial call letters: WHD) is the puniest radio station on the air. It reaches only about 40 listeners in Russell Sage Hall at Dartmouth College in Hanover, N. H., for one hour every evening. Its one-tube transmitter cost only \$8 and broadcasts barely 75 ft. Its owner, operator and entrepreneur is Hugh Dryfoos ('40), who demonstrates with WHD the curious collegiate talent for mocking life outside college walls.

With a record connection and a \$7 "sound-control studio," Dryfoos entertains dormitory mates with shows patterned after more extensive professional programs: sports, popular recordings, skits, news lifted from the afternoon papers, faculty guest stars. He has his own "Pot O' Gold" (prize: 50¢), his own Crossley poll, awarding free chocolate malteds to "the first three guys in my room." Canny on the business side, Broadcaster Dryfoos has three sponsors, a sandwich shop, a clothing store and a stationer, who net him a \$5 weekly profit.

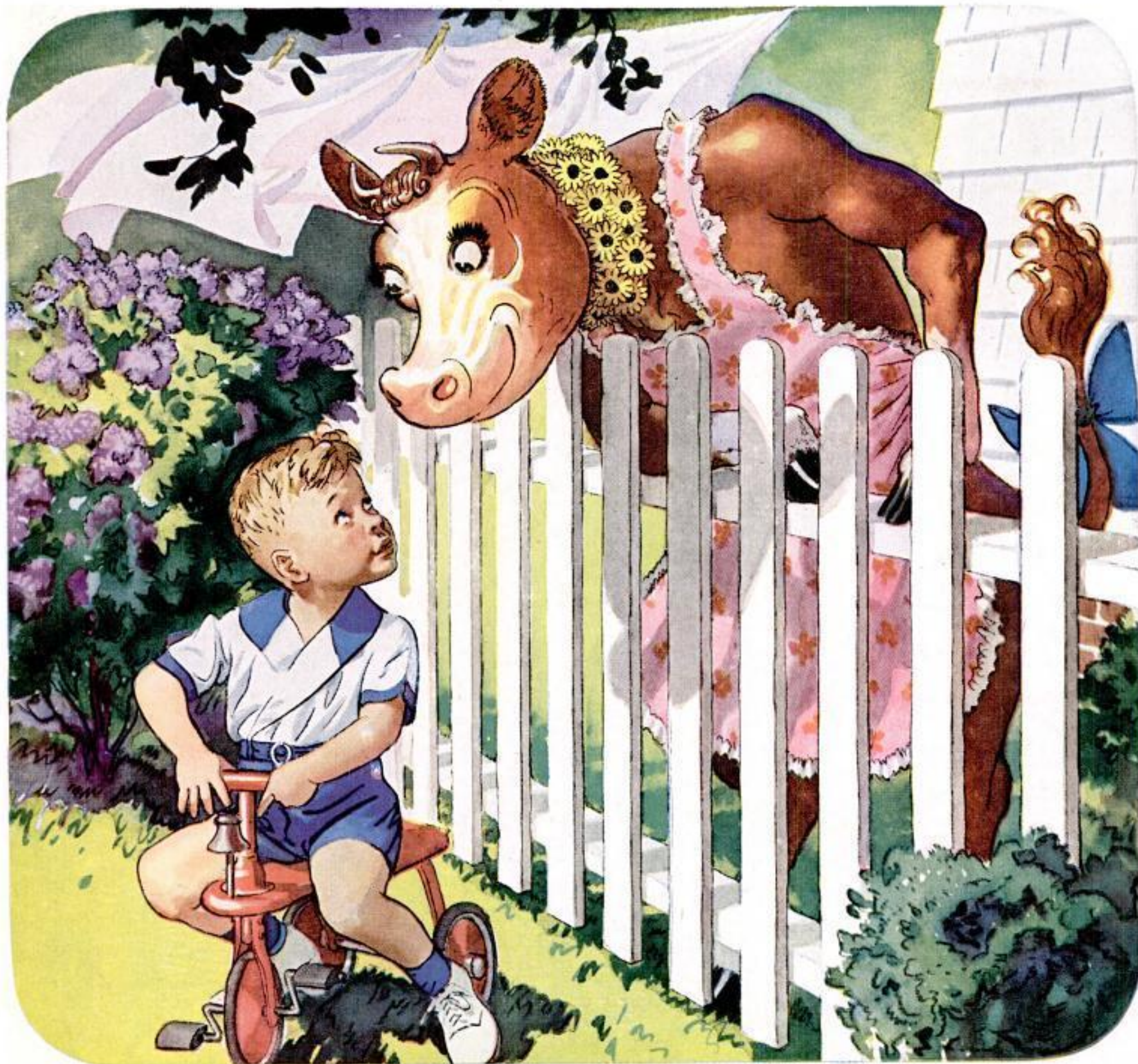
Once competition appeared from a two-tube rival called Illegal Broadcasting Co. When Illegal's stronger shows reached nearby Vermont, the Federal Communications Commission cracked down. WHD is tolerated so long as it stays within Russell Sage.



Five-minute notice before broadcast is three blasts on Dryfoos's police whistle.



Track Coach Harry Hillman talks about world's records in WHD radio interview.



"Tell me, young man, is your name Borden?"

"GOODNESS, NO!" exclaimed the surprised young man to Elsie, the Borden cow. "My name is William Todd. What made you think it was Borden?"

"Why, you look so bright and clean," Elsie replied, "that I figured you must be one of the Borden family. I didn't think *anything* could be so spotless unless it came from Borden's."

"You're bragging, because *you're* from Borden's," smiled Bill. "What makes Borden's so extra clean?"

"Scrubbing," exclaimed Elsie. "Why they're the scrubbingest people you ever saw. You'd never believe the amount of soap and water they use—*train loads* of soap and whole *lakes* of hot water every year! And not only hot water, but live steam! Why, there are miles and miles of pipe in the Borden plants that the Borden men take apart every day—and scrub *inside and out* for fifteen minutes. Then they sterilize them."

"Gee," said Bill, "that would take the hide right off you and me, eh? Why do they go to all this trouble?"

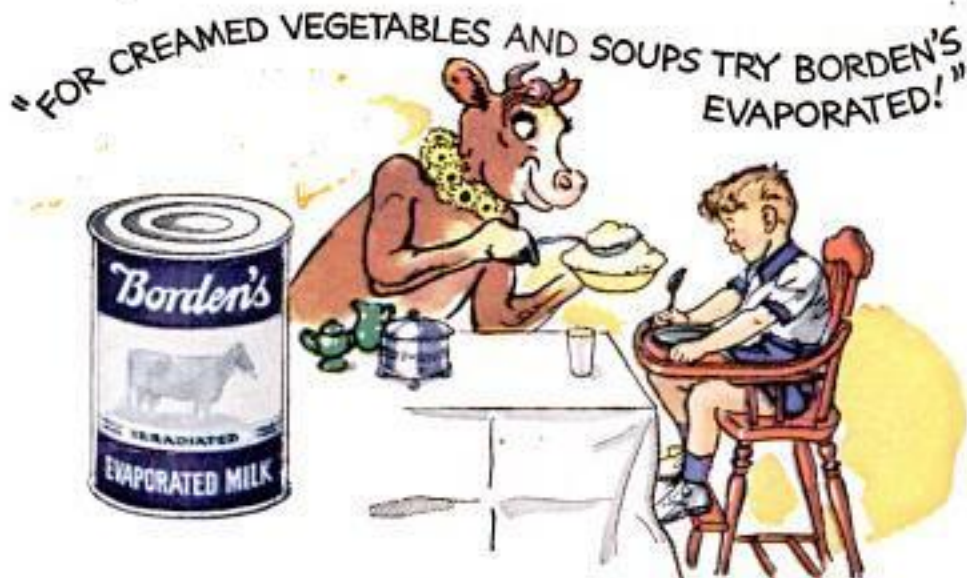
"For you, William," Elsie replied. "You need the cleanest, purest milk there is—and Borden's make sure



of this with their 'Quality Control.' That means scientific care at every step. It's what makes Borden foods as fine and wholesome as they can be."

"You make me sorry I'm growing up," Bill said. "Soon I'll be eating lots of things *besides* milk, and that will mean Borden's won't be so important in my life."

"Don't let *that* worry you at all," said Elsie. "Bottled milk is just one of many Borden products. Right now, for instance, your mother uses Borden's Eagle Brand Sweetened Condensed Milk for cookies, cake-frostings, and fudge. Too bad you aren't big enough to have *them* yet."



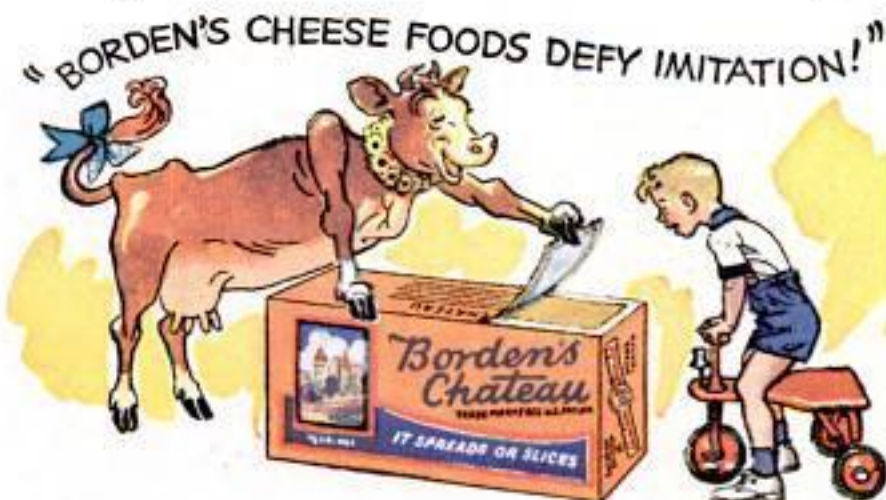
"You only get grass!" grinned Bill.

"No, I get plenty of other nice, nutritious things containing loads of vitamins and extra nourishment," declared Elsie. "That's what makes Borden's Irradiated Evaporated Milk so rich and creamy for mashed potatoes and casserole dishes, not to mention its delicious flavor in coffee and tea."

"I do believe you think you're the big cheese, Elsie," said Bill.

"Not at all," Elsie replied, "although Borden's Chateau, America's most celebrated cheese-food, is made from my milk. Chateau is so good that lots of people have tried to imitate its flavor. But Borden's secret of combining rare old cheese with other delicious ingredients has never been found out."

"Stop blowing your own tuba, Elsie," said William. "Everything at Borden's can't be as hot as you say."



"You're right," Elsie admitted thoughtfully. "One thing isn't hot. It's *cold*. That's Borden's Ice Cream. M-m-m, is it rich and creamy and good! Try it. You'll be surprised!"



"Nothing surprises a man of my age," said William.

"Nothing?" questioned Elsie. "Wouldn't you be a teeny bit surprised if you saw me change a white powder into real milk by adding water to it?"

"Yes," said Bill, "I guess I would!"

"Well, I can," declared Elsie, "and so can you. Borden's makes a wonderful product called *Klim* which is pure, whole milk, *powdered*. Only the water is taken out of it, and, to make it into real milk *that tastes like real milk* again, all you have to do is add water to it."

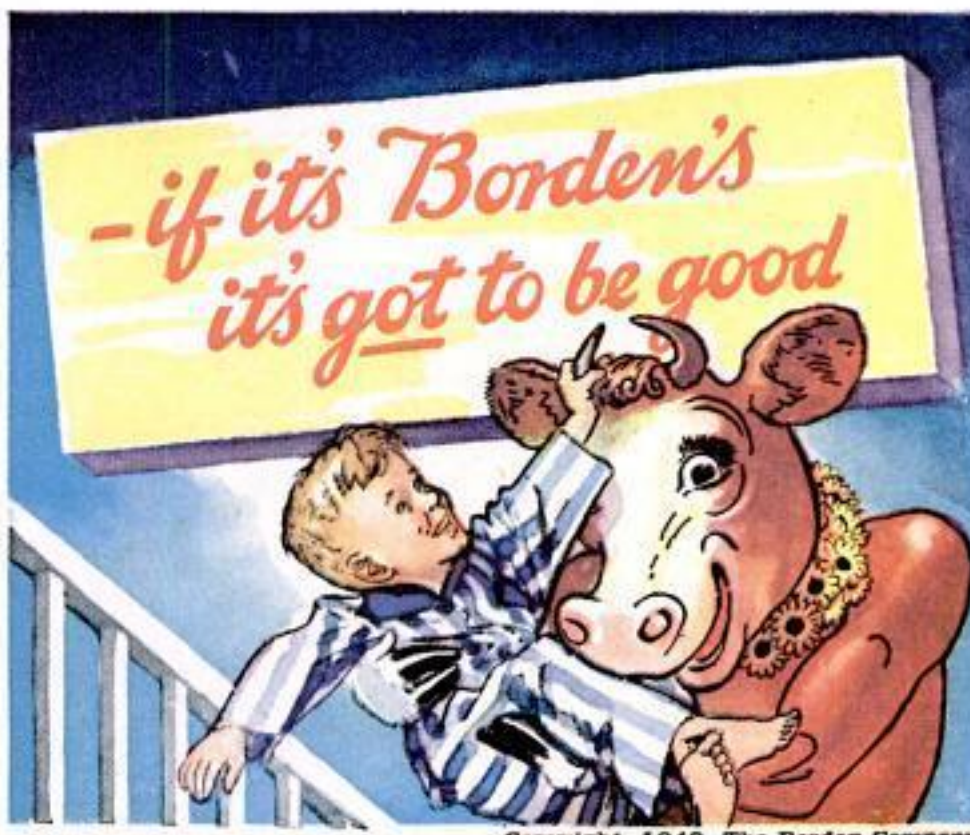


It needs no refrigeration. Sportsmen take Klim on trips. Mothers give it to babies and use it in cooking. Everybody who has tasted it agrees with that famous saying of Borden's that . . ."

"That what?" interrupted Bill.

"That," Elsie grinned, "if it's Borden's it's *GOT* to be good!"

More than 27,500 Borden employees, in partnership with 47,000 stockholder-owners, work to provide you with the best of dairy products, to guard the goodness of all Borden foods, and to bring them to your home.



Copyright, 1940, The Borden Company

That Good

You've liked it cold . . .



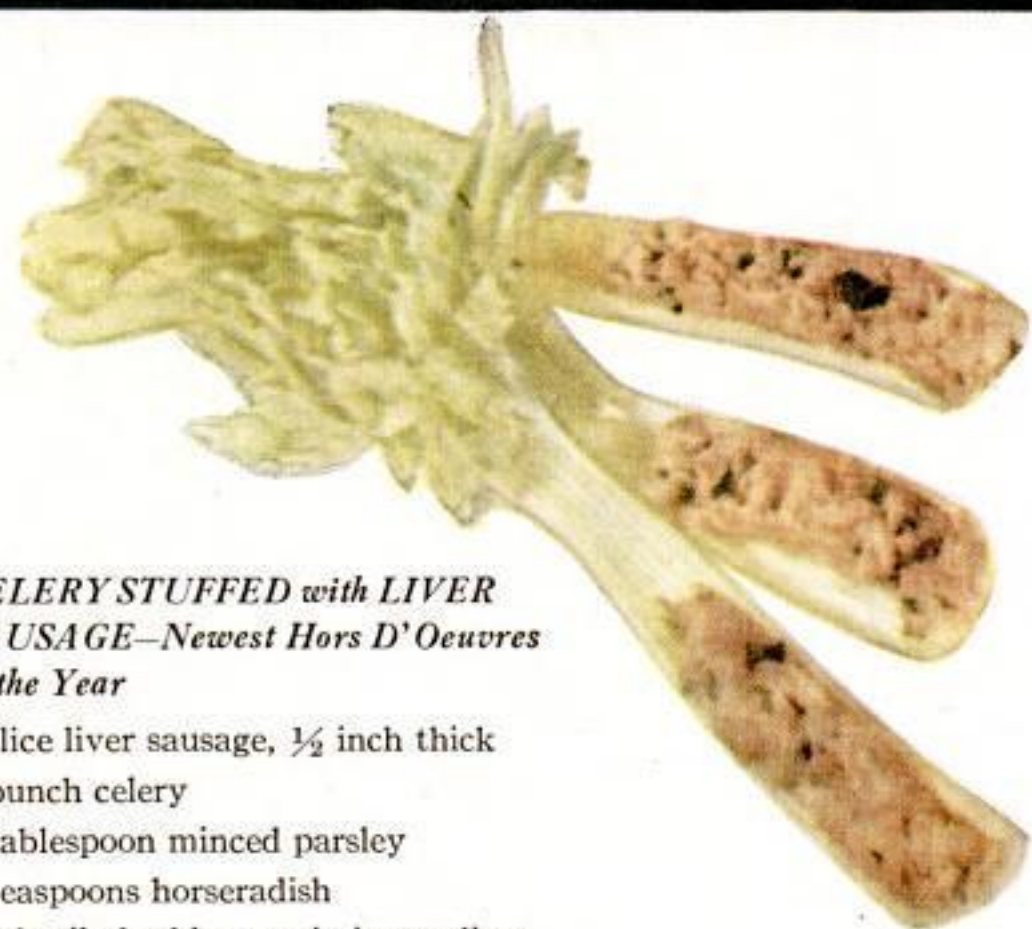
What does Liver Sausage have
That always hits the spot?
One thing is Tasty Flavor
That all folks like a lot.



Another thing: it's Healthful
For boy or girl or grown-up;
Its vitamins and proteins
Are great for Body Tone-up.



Number Three's Economy.
You eat it all—no "lossage"—
So serve it hot or cold and lots,
Your friend—Good Liver Sausage!



CELERY STUFFED with LIVER SAUSAGE—Newest Hors D'Oeuvres of the Year

- 1 slice liver sausage, ½ inch thick
- 1 bunch celery
- 1 tablespoon minced parsley
- 2 teaspoons horseradish
- Cocktail gherkins or pimiento olives

Scrape celery. Mash liver sausage. Mix in parsley and horseradish. Fill celery. Cut into 2 inch lengths. Garnish with slice of gherkin or pimiento stuffed olive. Makes about 18 pieces. Serve as appetizer or with vegetable salad.

FLAVOR? Famous for it.
TEXTURE? . . . It's smooth—every bite.
HEALTH? . . . It's "cram-packed" full.
That good liver sausage is the liver that's
so good for you—a way you love to get it.

The beauty of liver sausage is that here is one
of the most healthful things you can eat—yet
one of the tastiest too.

Scientific tests have given liver very high
rank as a source of vitamin A and the vitamin
B group (thiamin, riboflavin, nicotinic acid,
etc.), as well as first quality protein and min-
erals—iron, copper and phosphorus—all so
essential to body building.

Ready-to-eat liver sausage, too, is rich in
these same elements so necessary for growth,
tissue maintenance and abundant health.

It's the latest discovery by smart women—
to get away from "that same old thing."

It's a favorite that gets the call "when good
fellows get together."

It's a happy, health idea for children's
menus—and they love it.

How long has it been since you have served
liver sausage? Wouldn't you like to have a
savory liver sausage sandwich right now? And
don't these new hot liver sausage recipes
make you hungry to try them for a meal or
two very soon?

Don't put it off—put it *in* your menu soon.
INSTITUTE OF AMERICAN MEAT PACKERS



Your meat man is featuring that
good liver sausage.

In some localities smoked liver
sausage is featured as *Braunschweiger*.

When you slice it, here's a hint
—cut it on the bias for larger
slices and nicer texture.

P. S. When you buy liver sau-
sage look for your favorite brand.

Liver Sausage

Now you'll like it hot!

NOTE: Many know and love it as "That good Braunschweiger"



LIVER SAUSAGE AND BACON

LIVER SAUSAGE-BURGERS

LIVER SAUSAGE AND TOMATOES

For the buffet supper—Liver Sausage and Spaghetti

½ pound liver sausage
4 ounces medium sized spaghetti
2 tablespoons butter
⅓ cup dried cracker crumbs
¼ teaspoon salt
1 cup tomato sauce

Cook spaghetti as directed on package. Brown crumbs in 1 tablespoon butter. Slice liver sausage about ½ inch thick. Cut into small pieces. Brown in 1 tablespoon butter. With spaghetti, combine crumbs, salt, liver sausage, and tomato sauce. Heat. Serves 6.



Liver Sausage and Bacon . . . 4 slices of liver sausage (½ inch thick) . . . 6 or 8 slices bacon . . . Pan fry bacon. Keep hot. Pan fry slices of liver sausage slowly in bacon drippings until well browned, both sides. Serve hot on hot platter . . . **Liver Sausage-Burgers** . . . ½ inch slices of liver sausage . . . Round buns . . . Butter . . . Raw, pan fried or French fried

Bermuda onion rings . . . or pickle relish or chili sauce . . . Brown slices of liver sausage slowly in butter. Turn and continue cooking slowly until well browned. Split buns. Toast if desired. Serve hot liver sausage slices between buttered halves of buns. Add onion, pickle, relish or chili sauce as desired . . . **Liver Sausage and Tomatoes** . . .

Cut liver sausage into ½ inch slices. Pan fry slowly in butter until well browned. Serve hot with sliced tomatoes. **Variation**—tomatoes may be seasoned, dipped into sifted crumbs and pan fried in butter until well browned on both sides . . . **Other Serving Suggestions** for liver sausage hot—cubed on toast, in an omelette, or in a loaf.

"MOM KNOWS HER SALAD A-B-C's!"

VITAMIN VARIETY SALAD

WITH *REAL MAYONNAISE!*



★ VITAMIN VARIETY SALAD

(Supplies Vitamins A, B-1, C, D, E)

7 slices of red apple	1 package (3 ounces)
6 slices onion	cream cheese
12 slices orange	Cherries
11 large prunes	Lettuce
Hellmann's or Best Foods <i>Real</i> Mayonnaise	

Remove core and slice unpeeled apples crosswise. Peel and slice onions and seeded oranges crosswise. Remove pits from prunes, steam or cook until tender, and cool. Stuff each with cream cheese mixed with 1 tablespoon *Real* Mayonnaise and insert a half cherry on top. Arrange apple, onion and orange slices on lettuce leaves on chop plate. Garnish with stuffed prunes and whole cherries (as illustrated). Serve with *Real* Mayonnaise. Serves 6.

SMART SUSAN! HER CHILDREN LIKE WHAT'S GOOD FOR THEM!

I WISH MY SMALL SON LIKED SALAD THE WAY YOUR CHILDREN DO, SUSAN!

THEY WEREN'T ALWAYS SUCH ANGELS, ROSE! I FIND IT MAKES THE GREATEST DIFFERENCE TO MAKE THEM **PRETTY** SALADS AND TO USE **REAL** MAYONNAISE!

HM-M, **REAL** MAYONNAISE! WHAT'S THE DIFFERENCE BETWEEN THIS AND "SALAD DRESSING," SUSAN?

REAL MAYONNAISE HAS NO STARCHY FILLER IN IT, ROSE. IT'S **ALL** MAYONNAISE—RICH, LIKE THE HOME KIND, SO THAT IT DOESN'T TURN WATERY WHEN YOU ADD MILK OR FRUIT JUICES

Really Fresh, Too!

... this light mayonnaise—delicate in flavor, light and smooth in texture

Real Mayonnaise (Best Foods in the West; Hellmann's in the East) is made like the home kind. It contains only freshly broken eggs, added egg yolks, choice vinegar and spices, and our own "FRESH-PRESS" Salad Oil which we ourselves prepare fresh each day, as it is needed. And in our powerful new kind of double-whipper these ingredients are so completely blended that *Real* Mayonnaise, with all its home-made richness, is even lighter and creamier in texture than home-made, and has a zestfully light, delicate flavor, free from oily taste.

LATER—IT WORKS FOR ROSE, TOO!

THERE, SON, THAT'S SEVEN STARS FOR EATING ALL YOUR SALAD EVERY DAY THIS WEEK!

IT WAS EASY, MOMMY! SALAD TASTES **GOOD** WITH **REAL** MAYONNAISE!



BEST FOODS → HELLMANN'S
Real Mayonnaise



↑ IN THE WEST
↓ IN THE EAST



Three pretty girls make up this husky medley relay team. From left to right: Lorraine Fischer, breast-stroker; Pat Ryan, freestyler; and Gloria Callen, backstroker.

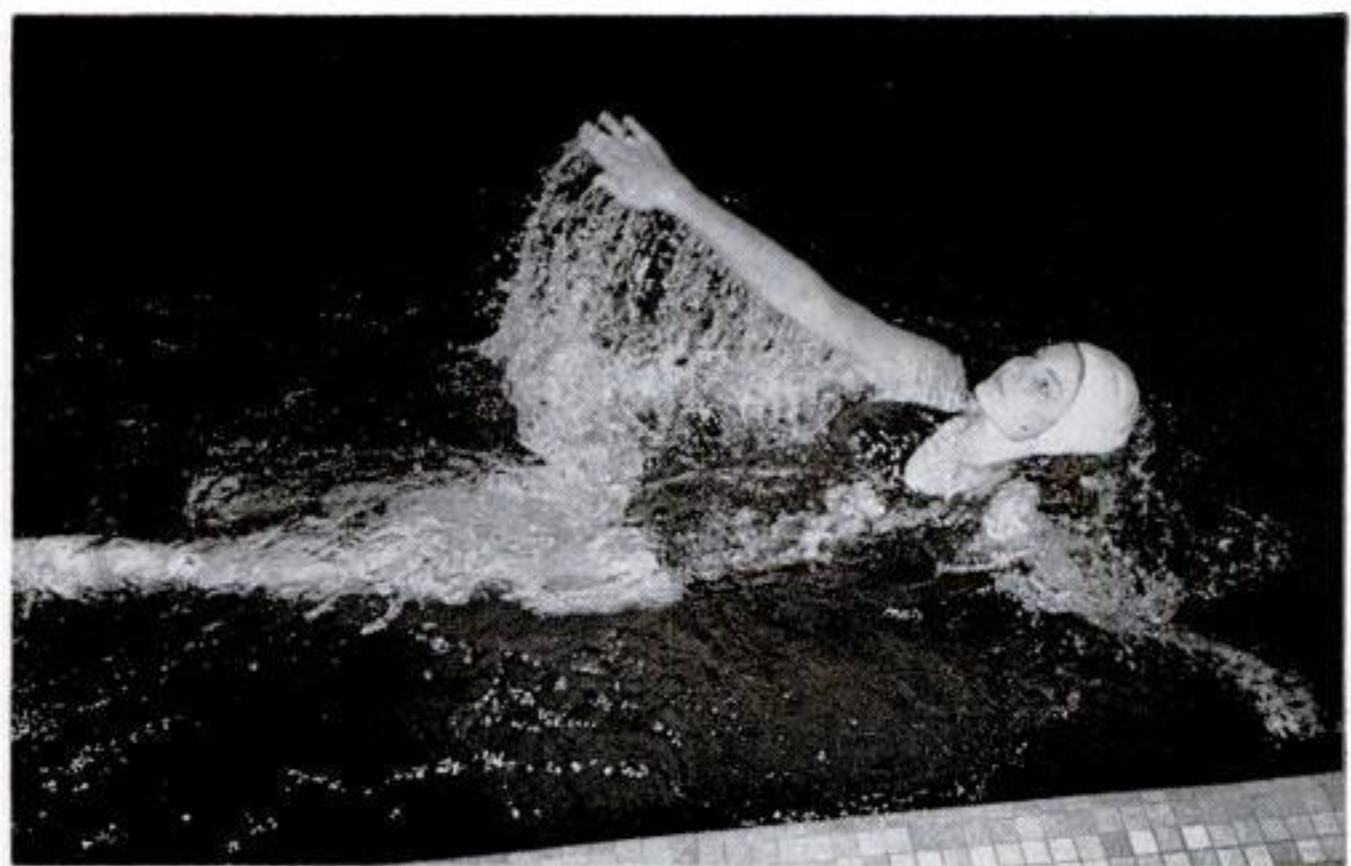
GIRL SWIMMERS FROM NEW YORK SET NEW WORLD'S MEDLEY RELAY RECORD

For ten years, most good girl swimmers have come from the Pacific Coast. There, under the warm, year-round sun, the girls race faster, even look prettier than most Easterners.

This year, however, things are different. At the A. A. U. championship held in Miami in March, it was a team from New York City, representing the Women's Swimming Association, that took first place. But what thrilled the jam-packed crowd, huddled around the swank Macfadden-Deauville pool, was not the battle for the team championship but the speed of the pretty W. S. A. medley relay team, shown above. On the final day of the meet, swimming faster than they had ever swum before, they beat the Los Angeles Athletic Club team by 5 ft., set a new national record for 300 yd.: 3 min. 28.6 seconds.

The girls all live near New York, had never swum together before this year. Lorraine Fischer, the oldest, is 22, studies physical education at N. Y. U., holds the American record in the 50-yd. breast-stroke. Elizabeth ("Pat") Ryan, 17, the freestyler, was the youngest member of U. S. team in the 1936 Olympics. At school, she studies music, sings in local Christmas celebrations. The backstroker, Gloria Callen, 16, is a sophomore at Nyack High School. Last year she was a great long-distance star.

On April 2, the girls proved that their Miami record was no fluke. In an exhibition at Columbia University they broke the world's 150-yd. medley relay record in the sizzling time of 1 min. 34.4 sec. The pictures on these pages show how they did it.



The backstroke, swum by Gloria Callen, is the first lap of the relay. Legs are kicked straight up and down and the arms are lifted high over head. Elbows are straight.

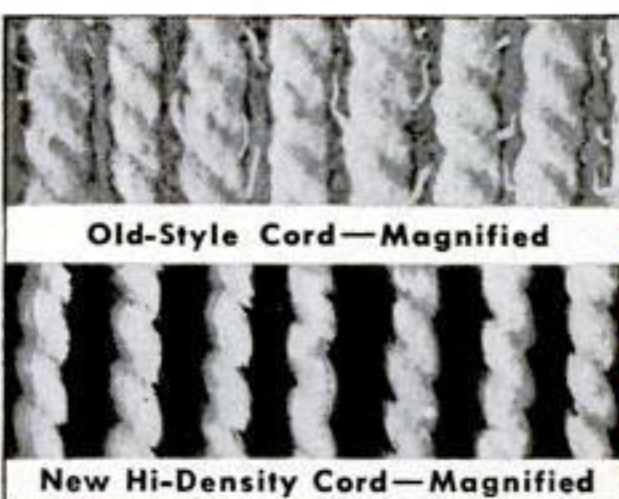
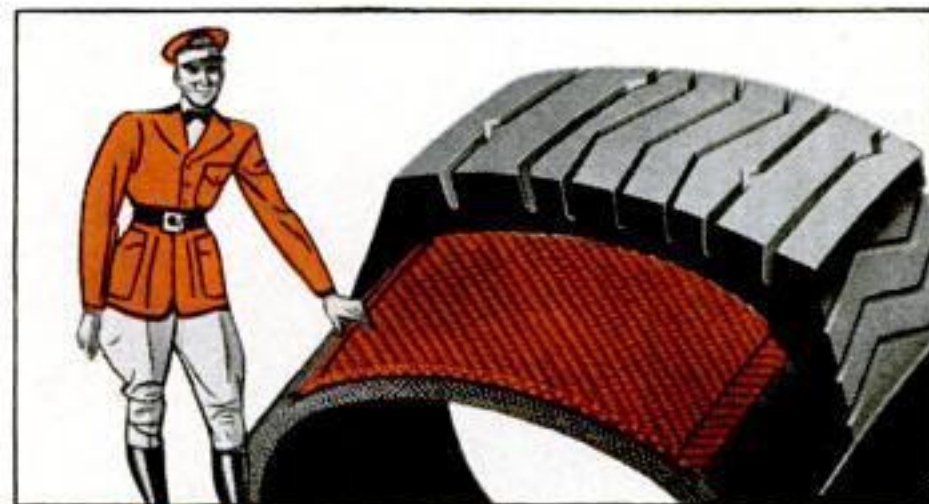
CONTINUED ON NEXT PAGE



The Hood Red Man Says:

"The Hood tread has zig-zag center ribs, proved best by test for non-skid safety, and continuous outer ribs for quiet and long wear. Its rubber is the toughest you ever saw."

"The exclusive red Hood Speed Shield—an extra protective cushion of live, more 'springy' rubber—acts like a shock absorber—and protects against bumps, bruises and tire injuries which so often cause blowouts."



Old-Style Cord—Magnified

New Hi-Density Cord—Magnified



"And a new development, Hood Hi-Density Cord, is used throughout. It is more compact—with more heat-resisting rubber between cords—runs cooler and lasts longer, with safety. Its greater flexibility means real riding comfort."

These are the three big things to look for in buying tires, if you want better value. Your Hood dealer has mighty attractive prices, too, for Hood's premium protection and longer wear. See him today.



SPEED PROTECTED TIRES

43 YEARS OF QUALITY RUBBER PRODUCTS

1 BRIDEGROOM:
"Hurray, Bob, it's over—I'm married! But what a nervous best man you were."

BEST MAN: "Maybe so, but your knees sounded like a milk horse on a cobbled street! So let's Double Our Enjoyment of the wedding toast with the whiskey with No Rough Edges!"

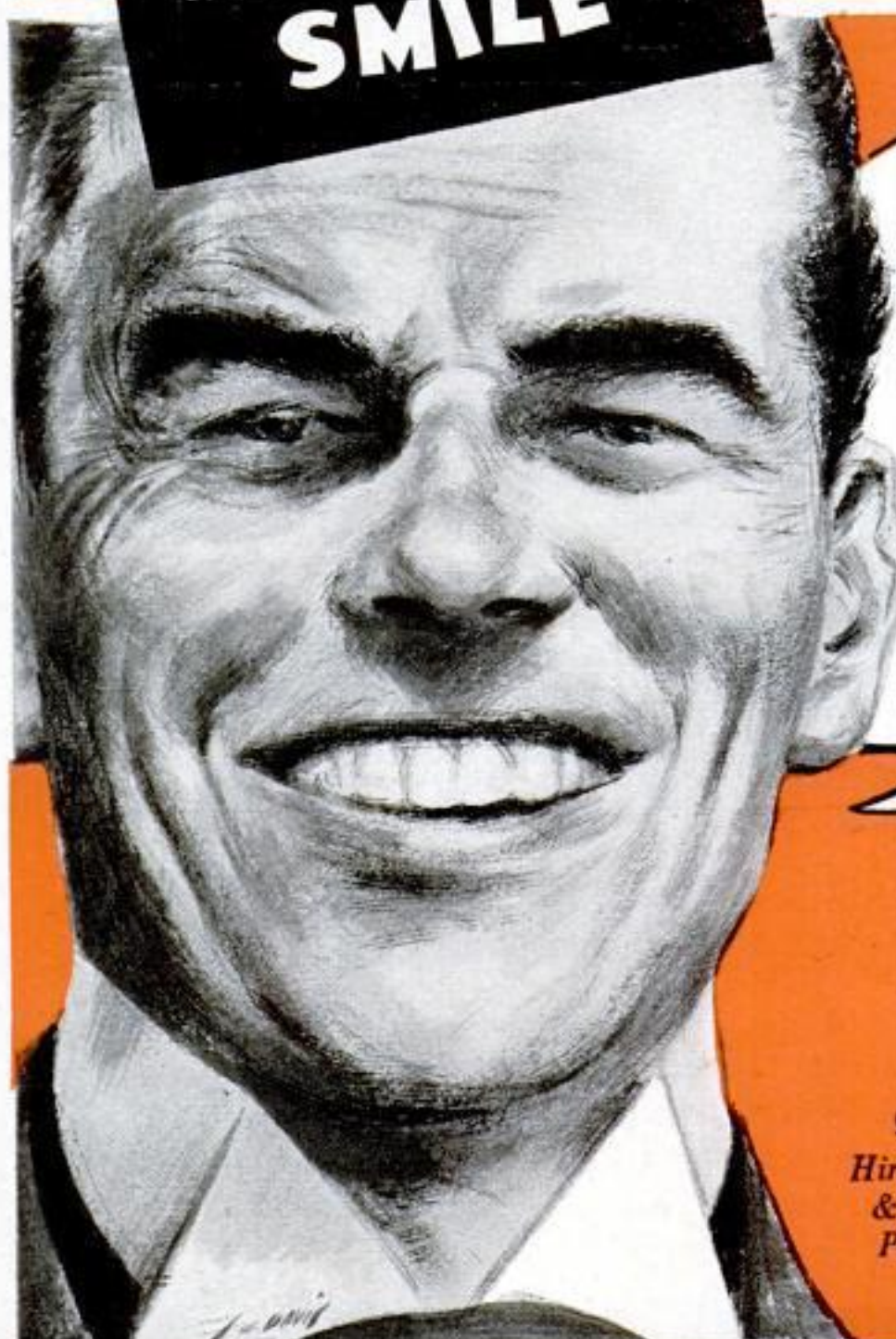


2 BRIDEGROOM: "I hope married life will be as smooth as this drink."

BEST MAN: "It will be. And remember—rich, mellow TEN HIGH is easy on your purse strings, too. That will help smooth your marriage budget!"



**GET THAT
TEN HIGH
SMILE**



MAN, I'M
MARRIED FOR LIFE
TO **TEN HIGH**—
THE WHISKEY WITH
"NO ROUGH EDGES"!
IT WAS LOVE AT
FIRST SIP —AND
THE LOW PRICE
CLINCHED
IT!

90 proof
Hiram Walker
& Sons Inc.
Peoria, Ill.



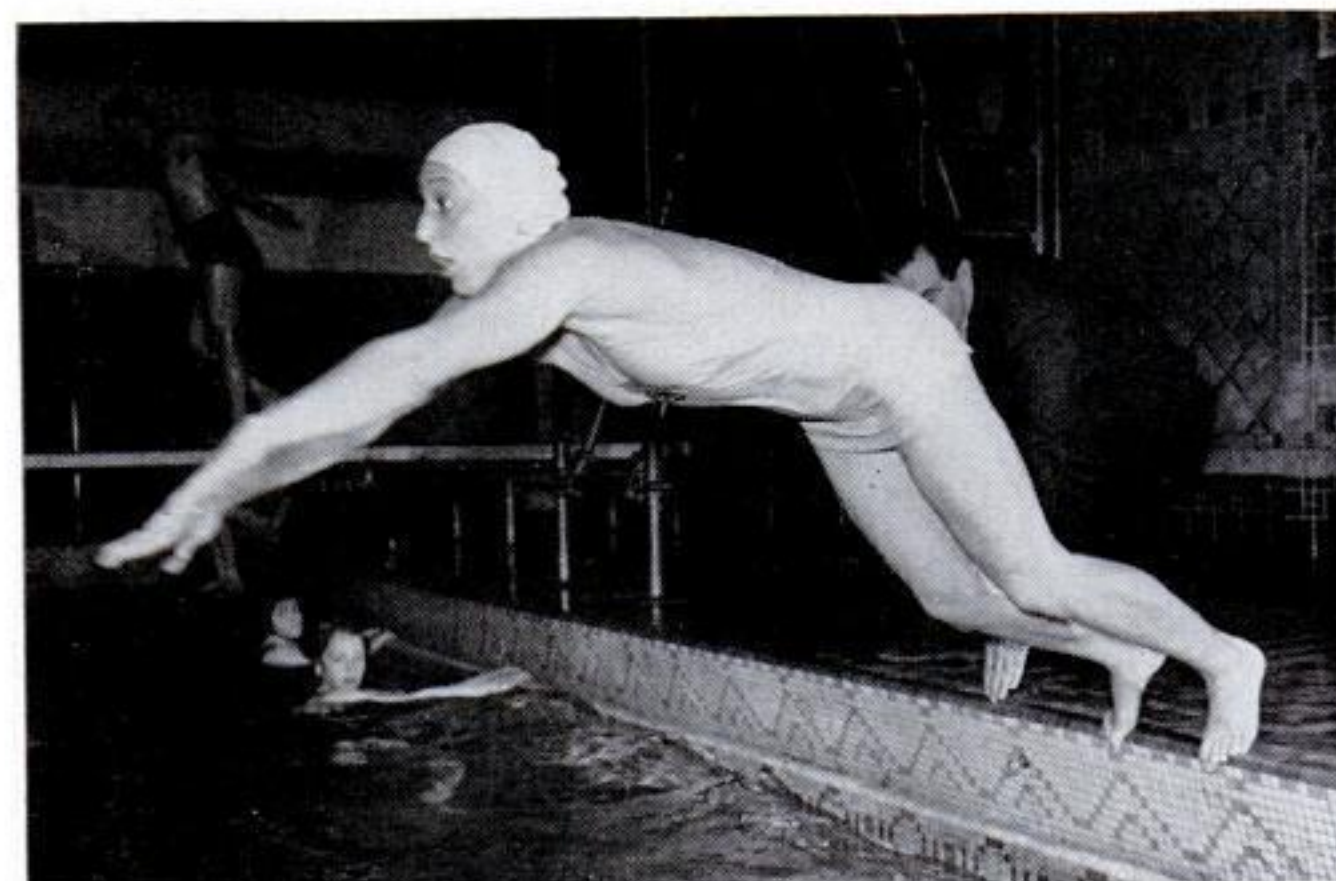
STRAIGHT BOURBON WHISKEY • STRAIGHT RYE WHISKEY

*Double
your enjoyment
with Ten High*

Girl swimmers (continued)



For the turn, Backstroker Callen touches the edge with her hand, spins in water, then will push off hard with her feet. Even she has to be careful not to gulp water.



The breast-stroke is begun by Lorraine Fischer with a fast racing dive. She goes as soon as backstroker touches pool's edge, and starter takes his hand from her foot.



Butterfly breast-stroke is a fast, but tiring stroke. The arms work together on stroke and recovery. As they come forward, the head lifts upward for a quick breath of air.



The freestyle, swum by Pat Ryan, is the last and fastest lap. Her stroke is long, smooth and unhurried. Spectators at a swimming meet like the freestyle races best.

Yellow and Green Recipes

FOR NIBLETS CORN

BRAND



Hot—with Parsley—Niblets Corn in a deep-blue dish with sprigs of feathery parsley to set off the butter-gold.

Cold—with Escarole—Niblets Corn just as it comes—ready to serve. Fill salad bowl lined with escarole or lettuce. Mayonnaise with chopped parsley.

Hot—with Green Peppers—little slivers of shiny green peppers against the sunny yellow of plump Niblets Corn kernels.

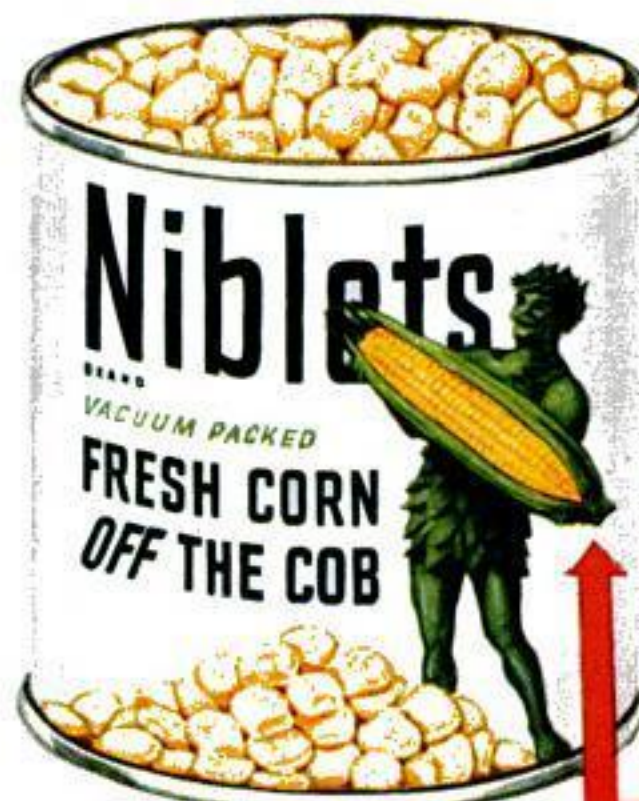
Niblets Brand Corn has style. It is decorative to the eye as well as stimulating to the taste. As ladies around the tea table would say, it has "charm."

There is something about the fresh taste of Niblets Corn which seems to call for tender green things fresh from the garden.

Millions of women know Niblets Brand Corn. Not all know, however, that it is packed from a special seed (D-138) grown in the finest soil in the country's cornland.

Every field is tended by specialists—every ear harvested at the moment of perfection—every kernel in the can within a few hours.

The deep, juicy kernels are sliced from the cob and sealed in vacuum tins to keep a flavor that is the envy of the vegetable world.



LOOK FOR THE JOLLY

GREEN GIANT ON THE LABEL . . . He is our way of telling you that the product in this can is the best that can be produced by 20 years of specialization, and that you can depend on every can.

Packed only by Minnesota Valley Canning Co., LeSueur, Minn., and Fine Foods of Canada, Ltd., Toronto. Also packers of the following exclusive brands: Green Giant Peas, Niblet-ears Corn (corn-on-the-cob-in-a-can) and Del Maiz Corn (cream style).

"NIBLETS" BRAND REG. U. S. PAT. OFF.

WRESTLERS WEAR STRANGE COSTUMES FOR A NEW GAG

"Mine profession, eet's a phoney," says Jack Pfefer, most important wrestling promoter in the U. S. He is quite correct. No sport is more phoney than wrestling. But to Pfefer and the seedy sportsmen who witness his exhibitions, wrestling is no longer a sport. It is vaudeville. Each match has its hero and its villain. Its winner is determined weeks ahead. And most important, a new gag must always be used to attract customers. Sometimes, the wrestlers bite and curse, pull each other's whiskers. Sometimes, they squirm around in a ring filled with mud, ice cream or rotten fish. Often they jump from the ring, trade punches with customers.

This spring the new gag is strange and fantastic costumes, which make wrestlers look even more foolish than usual. To lusty jeers of the crowd, they climb into the ring dressed as Hindus, devils, Indians and bat men. Some of them are shown here.

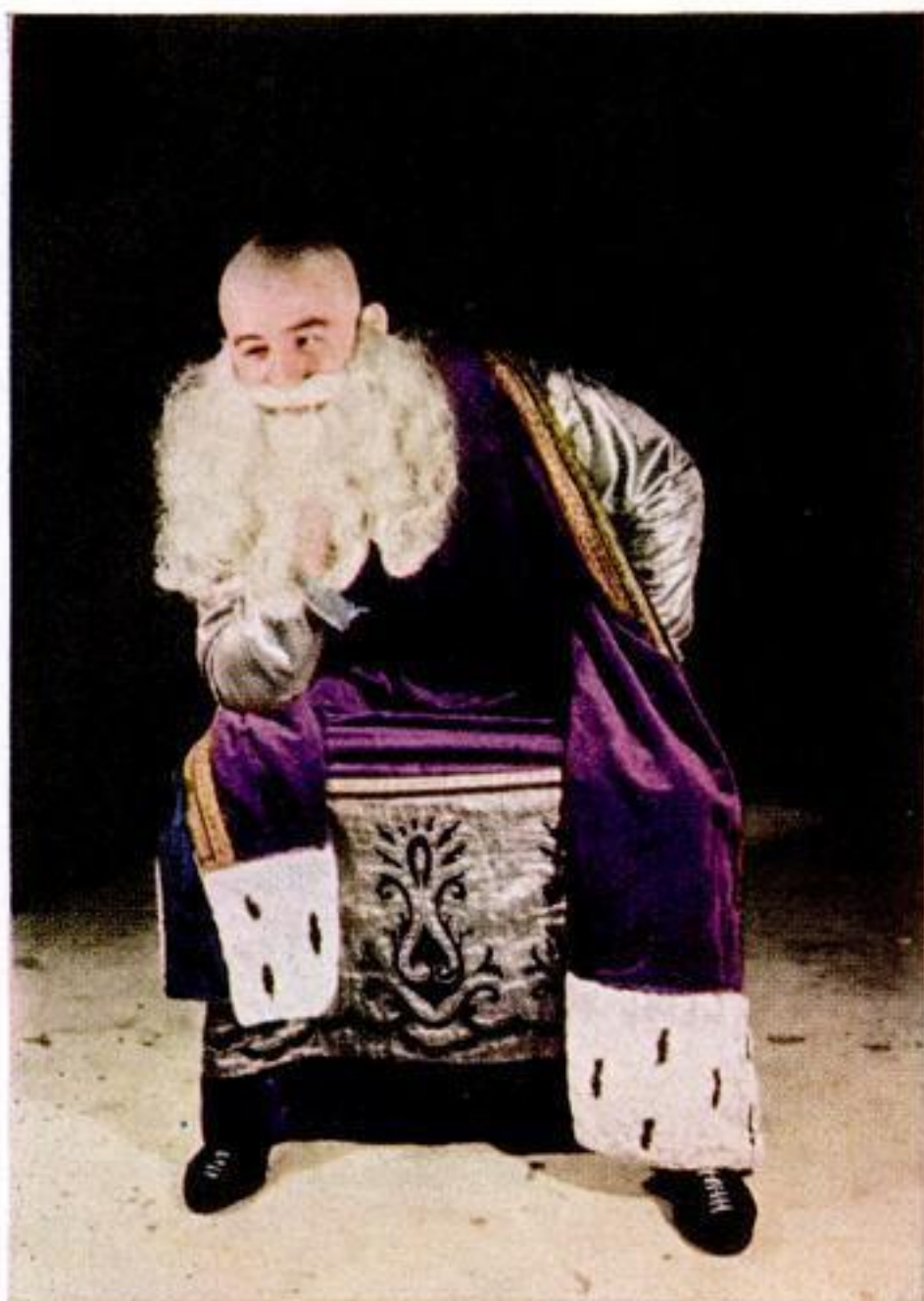


LION-HEARTED ITALIAN IS A POPULAR FAVORITE

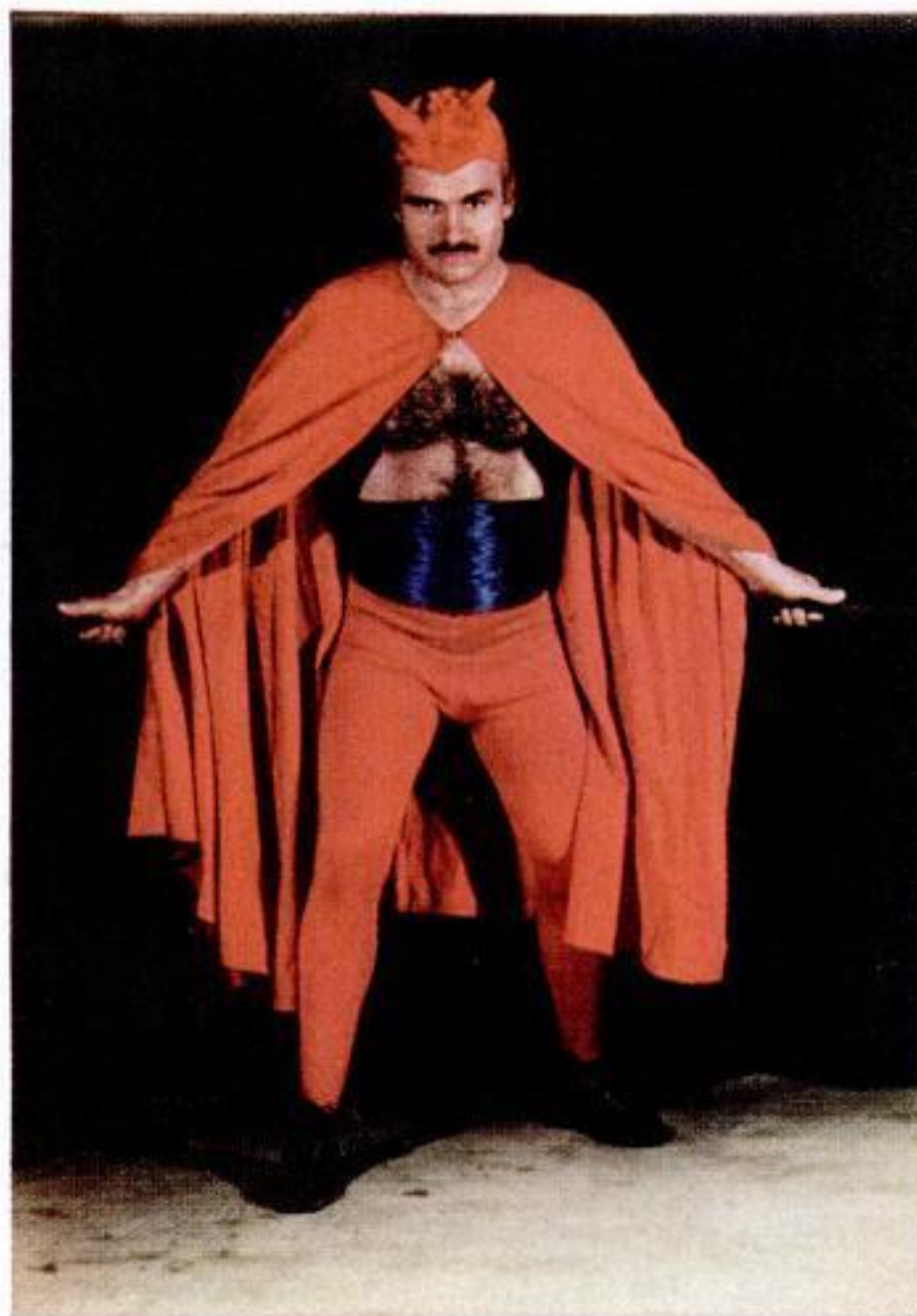


GOLDEN HORROR HAS FOUGHT FROM COAST TO COAST.

PFEFER'S ADVERTISEMENTS ALWAYS SAY, "WHO IS HE?"



The Bald-Headed Santa takes off his ermine-trimmed robe, leaves on his whiskers when he actually begins to wrestle.



Mephistopheles, the Red Devil, is always the villain in a match. Hundreds of wrestlers like to use this apt title.



Mustafa, the Terrible Turk, prides himself on his hairy chest and his deep-throated groan. He is another villain.

Better Change Quick



Friendly Warning: Don't drive another mile with winter-worn motor oil! Change now to clean, tough, heat-resisting Mobiloil! Stop, too, for a tankful of Mobilgas!

WHY MOBIL OIL GIVES "BALANCED PROTECTION":

1. Retards wear. Flows fast when you start; resists heat, pressure; clings to surfaces.
2. Resists gumming. Distilled, refined, dewaxed, filtered—purged of clogging impurities.
3. Reduces wasteful "oil drag." Helps you save on gasoline.
4. Resists carbon formation by removal of unstable elements.

TROUBLE'S HOT on your heels! Better change quick! Your winter oil may be dirty, gritty... dangerously thin... diluted by choking.

Fill up with clean, tough Mobiloil!

Remember—modern engines need a fast-flowing oil that reaches every vital spot and *stays put*...even when engine heat climbs to 400° F.

If you want your engine protected against gum, sludge, wear, heat... don't wait! Change to Mobiloil for complete "Balanced Protection"!

SOCONY-VACUUM OIL COMPANY, INC.
AND AFFILIATES: Magnolia Petroleum Company—General Petroleum Corp. of Calif.





**"Luxury comfort" for *A PENNY A NIGHT* on the
New Beautyrest — deepest ever made!**

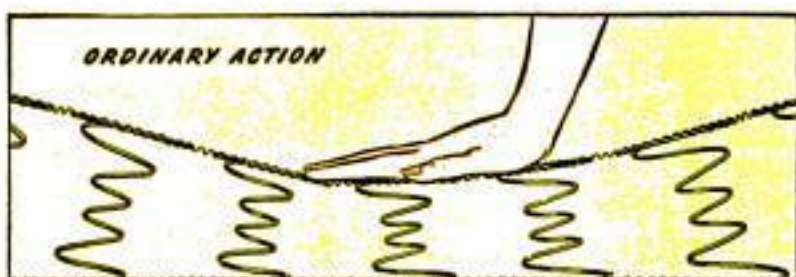


WHEN YOU TAKE YOUR first cat's stretch on your new Beautyrest... life will suddenly seem very cozy. How wonderful it feels just to lie there... relaxed like a baby... as this great mattress cradles you! You'll yawn unashamedly... and soon drift off in heavenly comfort on the best mattress Simmons ever made!

MAKE THIS COMPARISON



Beautyrest action Inside the New Beautyrest are 837 finely tempered springs. Each spring is separate from the others—not tied together. Each yields independently to the slightest touch. Heavier parts of your body can't pull springs away from the lighter parts. You get proper, buoyant support every minute of the night!



Ordinary action. Ordinary springs are tied together by wire in chain-gang fashion. When you press down on one spring, those around it go down, too—forming a slope. This type of mattress cannot give you supreme comfort. *We know.* Because we make not only the luxurious Beautyrest, but also the "ordinary action" type of mattress.



Lasts 3 times longer! In a test made by the United States Testing Co., Inc., Hoboken, N. J., 10 different types of mattresses were mauled night and day by a 200-lb. roller. The New Beautyrest won the test easily—lasting 3 times longer than any other mattress. It is the only mattress regularly checked, and endorsed by this fact-finding laboratory. That's why we guarantee the New Beautyrest for 10 years' service—though, under normal use, it should last even longer.

Sag-proof edges! The New Beautyrest has patented, sag-proof edges. So you get "mid-mattress" comfort clear to the edges of the bed.

Beautyrest Box Spring, for use with the New Beautyrest Mattress, \$39.50. Or get the Ace Coil Spring, \$19.75.



Less Turning! You don't have to turn your New Beautyrest nearly so often. After the first few months, 4 or 5 turnings a year are plenty.

Beautyrest stays fresh and sanitary inside, too—thanks to the 8 ventilators that expel stale air.

A penny a night! The New Beautyrest costs \$39.50 (time payments easily arranged). This price comes down to about a penny a night, based on our 10-year guarantee. Yes, only a penny a night for the "luxury comfort" of Beautyrest! A penny a night... a penny a night... a penny a night! See this great new Beautyrest at your furniture or department store today!

NEW DEEPER BEAUTYREST
MADE ONLY BY
SIMMONS COMPANY
CHICAGO

PLEASE READ: If you are shown other mattresses supposed to be "just as good" as Beautyrest, remember no other mattress in the world can give you ALL its advantages. Always look for this label





SECRETARY OF THE NAVY CHARLES EDISON SURVEYS THE PACIFIC OCEAN AND AMERICA'S FIGHTING SHIPS FROM THE SEA-SWEPT DECK OF THE FLAGSHIP "PENNSYLVANIA"

WORLD SEA POWER

THE PLANE CHALLENGES THE REIGN OF SHIPS

When Adolf Hitler took the gamble of his life and invaded Norway by sea and air, he staked Nazi Germany on his belief that sea power could be defeated by air power. He had the air power. Britain had the sea power. A more perfect test case of ships versus planes could hardly be set up in a laboratory. The great English Navy escorted a British landing force to northern Norway. The great German Air Force escorted a German landing force into southern Norway. Each side tried to break up the other's landing and supply lines with its submarines and bombers. This was the titanic duel being fought out in the murk of the North Sea. It was the decisive and long awaited death grapple of the ship and the plane. On it perhaps hung the destinies of the German people and the British Empire.

What one weapon can do in action against another weapon has always controlled the ultimate fate of mankind. The weapon that has most consistently ruled the world through the ages is the fighting ship, examined in the following pages.

Last week most of America's fighting ships were out on the Pacific going through war maneuvers under the critical eye of Secretary of the Navy Charles Edison, photographed

above at the rail of the flagship *Pennsylvania*. Meanwhile, back in Washington, Admiral Harold R. Stark, Chief of Naval Operations, was asking the U. S. Congress to spend an extra \$650,000,000 in 1941 on fighting ships and the Senate was appropriating close to a billion dollars to operate and expand the U. S. Navy next year. Japan's large and secret naval building program has unbalanced its old 3-5 ratio with the U. S., and Admiral Stark learned that even \$650,000,000 worth of

new warcraft would not be enough to match Japan's eight and possibly twelve 40,000-ton battleships now supposed to be under construction.

Fresh trouble loomed over the Pacific last week when Japan's Foreign Minister Hachiro Arita announced, in case the Netherlands should be overrun and thus throw the Netherlands Indies on the market, that Japan would be interested. A sharp warning that Japan had better not get too interested in the Netherlands Indies was promptly issued by U. S. Secretary of State Hull, backed up by President Roosevelt. This was the first time the U. S. has warned Japan in advance of an invasion, instead of deploring it afterward. The Hull warning put the U. S. battle fleet squarely into the lists against Japanese imperial ambitions.

WINSTON CHURCHILL SPEAKS FOR THE SHIPS

"For consider these ships, so vast in themselves, yet so small, so easily lost to sight on the surface of the waters . . . on them, as we conceived, floated the might, majesty, dominion, and power of the British Empire. All our long history, built up century after century, all our great affairs in every part of the globe, all the means of livelihood and safety of our faithful, industrious, active population depended on them. Open the sea-cocks and let them sink beneath the surface, as another fleet was one day to do in another British harbour far to the north, and in a few minutes—half an hour at the most—the whole outlook of the world would be changed. The British Empire would dissolve like a dream; each isolated community struggling forward by itself; the central power of union broken; mighty provinces, empires in themselves, drifting helplessly out of control, and falling a prey to strangers; Europe, after one sudden convulsion, passing into the iron grip and rule of the Teuton and of all that the Teutonic system meant . . . Guard them well, admirals and captains, hardy tars and tall marines; guard them well, and guide them true."—From *The World Crisis*.

THE BRITISH WIN THE SEA



ALFRED THAYER MAHAN

The real father of all modern navies was Alfred Thayer Mahan (left), the American admiral with a brain who never fought a sea battle. When he began teaching at the U. S. Naval War College in 1886, he found nobody had thought correctly about sea power and nobody

knew what to do with that new invention, the iron-clad warship. By 1900 his books were the naval Bibles of every navy, and his thinking had inspired the U. S. to join the paramount naval powers of the world.

What Mahan had done was to examine objectively for the first time the history of nations and discover that sea power was ultimately the decisive power. He saw that when the Greeks defeated the Persians at Salamis in 480 B.C., the riches and power and energy of the world flowed into Greek ports. He found that Rome dominated the Mediterranean only after it had defeated Carthage in the sea battle of Mylae in 260 B.C. If the Turks had won at Lepanto in 1571, they might have overrun Europe. The little piratical raiders of England broke up the Spanish Armada, but the great naval names up to 1700 were mostly Spanish, French and Dutch.

After many failures England finally became the paramount naval power in the world, according to Mahan, in 1714, after the War of the Spanish Succession. It had some bad moments, mostly at the hands of the French, toward the end of the 18th Century, when, with the aid of French ships, the 13 Colonies in America revolted and won their independence, but it was never again dislodged. While France became a land power and wasted away into poverty and revolution, trade and power flowed into British ports and made Britain great and potent.

Mahan pointed out that military men were notoriously slow to use new weapons. He undertook to sketch the powers of the new steam-driven, armored ships equipped with guns and torpedoes. When the great modern navies were riveted into being in the 20th Century, they followed the principles Mahan laid down. In the strictest sense he was responsible for the naval race that led to the World War. His philosophy was responsible for the growth of the U. S., Germany, Italy, France and Japan as great naval powers. But his principal advice to the U. S. Navy was to work in alliance with the British Navy.

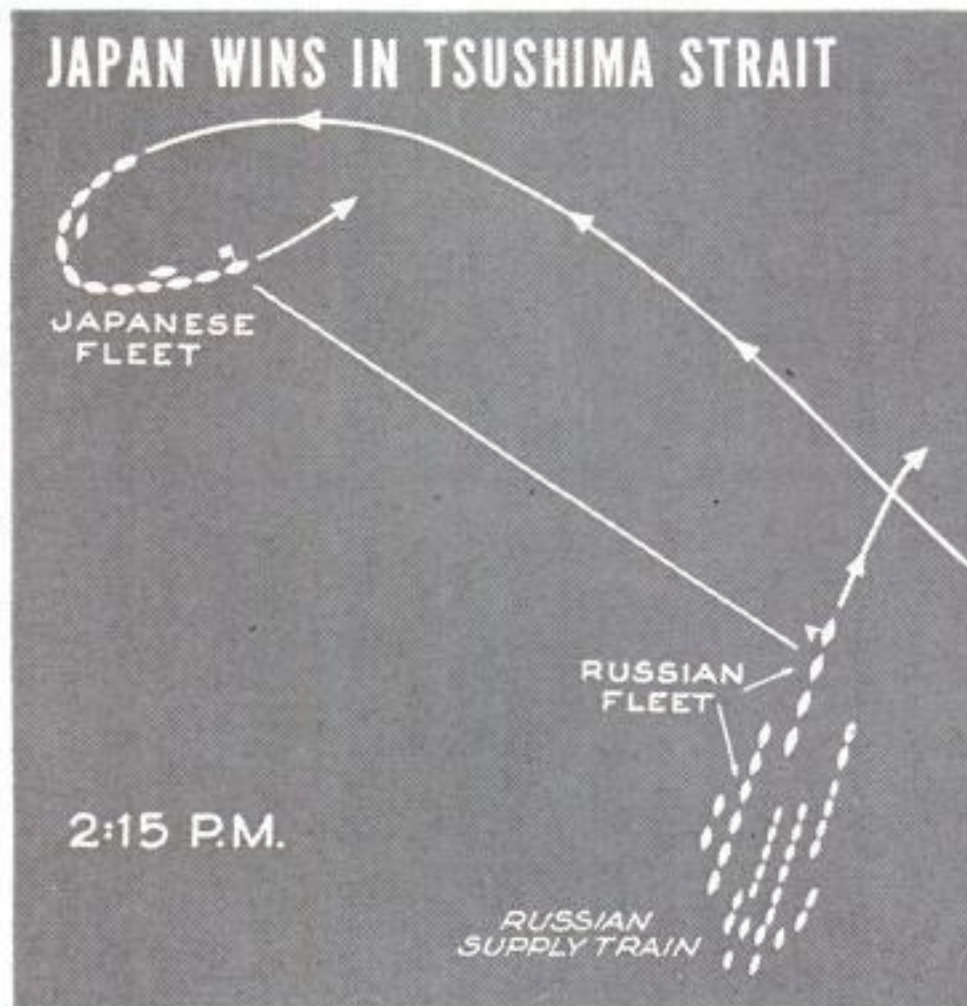
The great age of the nation that has used sea power most ably began with one-armed Lord Nelson (right above) who showed that Britain's Navy could in the end strangle the overwhelming land power of Napoleon. Britain's power was too absolute to challenge again until Kaiser Wilhelm II tried to expand Germany from a great land power to a great sea power, and lost.

In 1940 Adolf Hitler attacks British sea power again but with the new weapon of air power. Mahan would have pointed out to him that, even if he destroys British sea power, he cannot win the world without a sea power of his own. For since the beginning of time, the cheapest and steadyest flow of goods has been by water. Civilization travels slowly by land but widely and well by sea. If German planes wipe out British ships, they will merely give the dominion of the world to some other nation's ships, either those of the U. S. or of Japan.

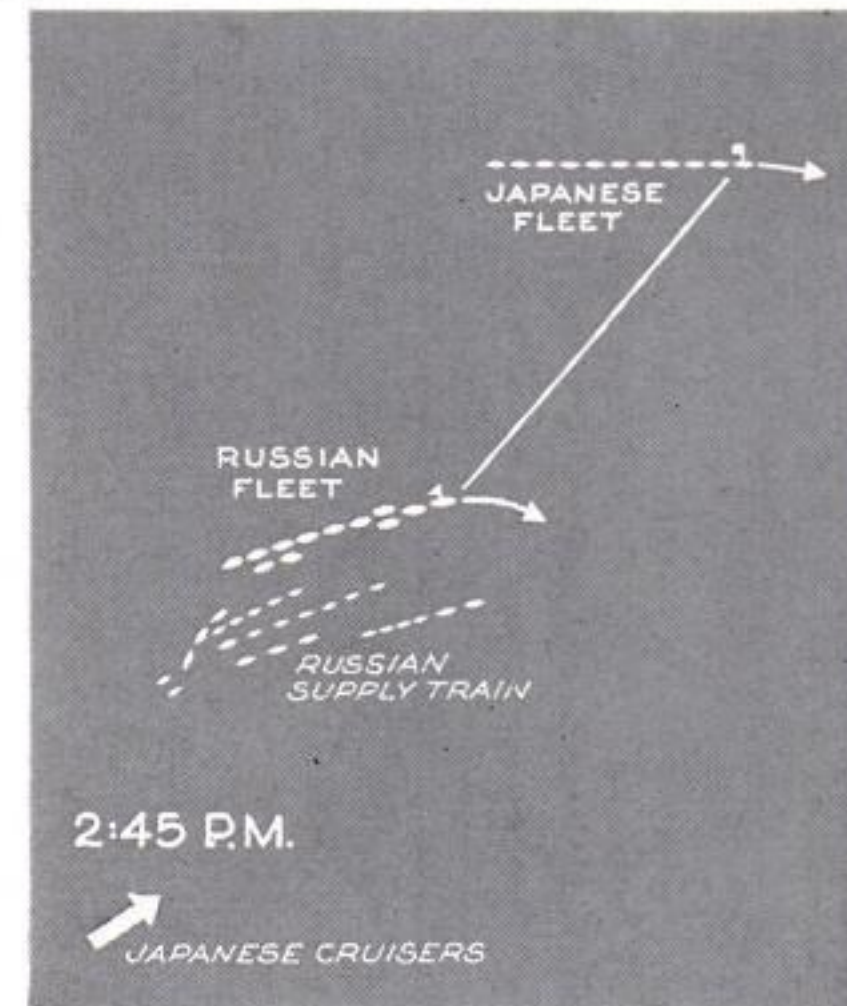


The greatest admiral was probably Lord Nelson. The wooden figure above is the prow of the old *Nelson*, named for him after his death at the end of the battle of Trafalgar (see opposite page). Nelson was the master of the

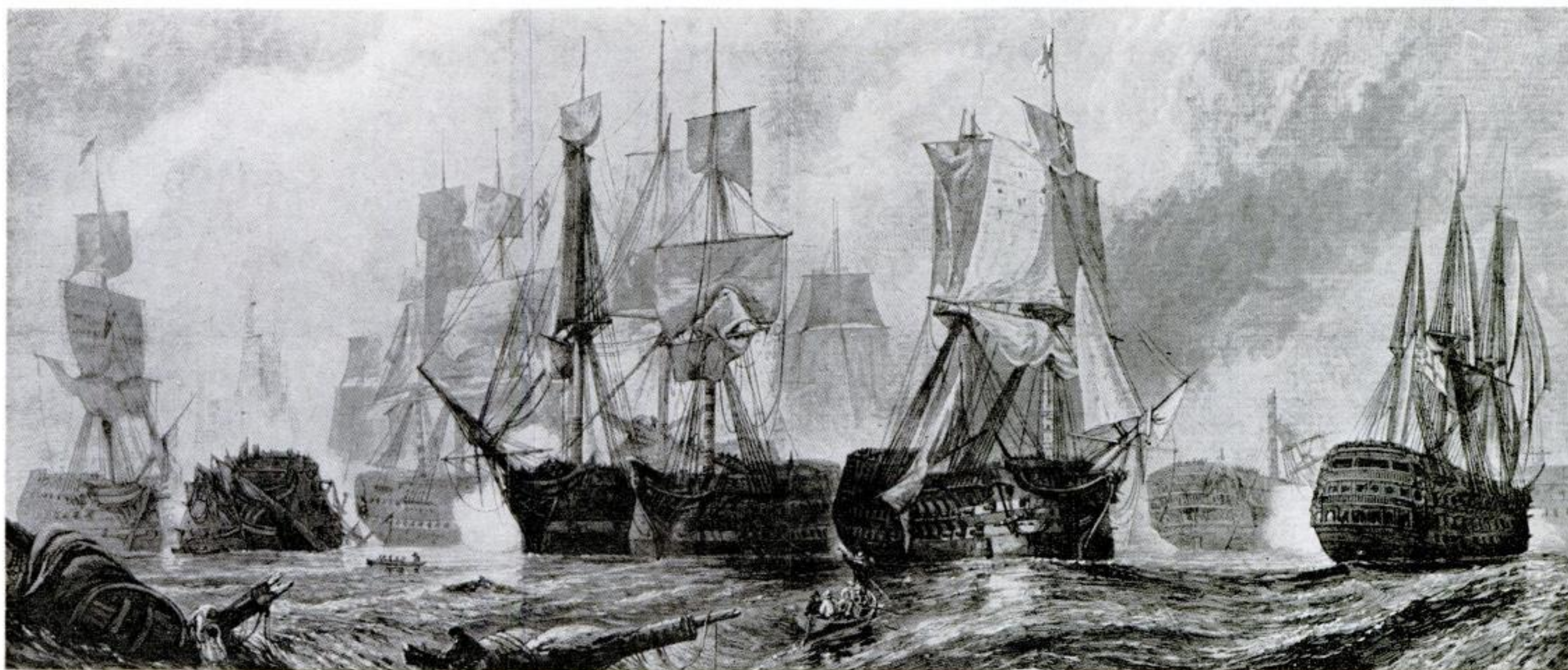
rash assault, coolly conceived and executed. His strategy was cautious, his tactics incredibly bold. It is he whom British captains emulate when they deliver such dashing attacks as the chase of *Graf Spee* and destroyer raid on Narvik.



In Russo-Japanese War, Russian fleet with supply train, around Africa from Baltic, meets Japanese Fleet in Sea of Japan on May 27, 1905. Japanese Fleet turns back to fight.



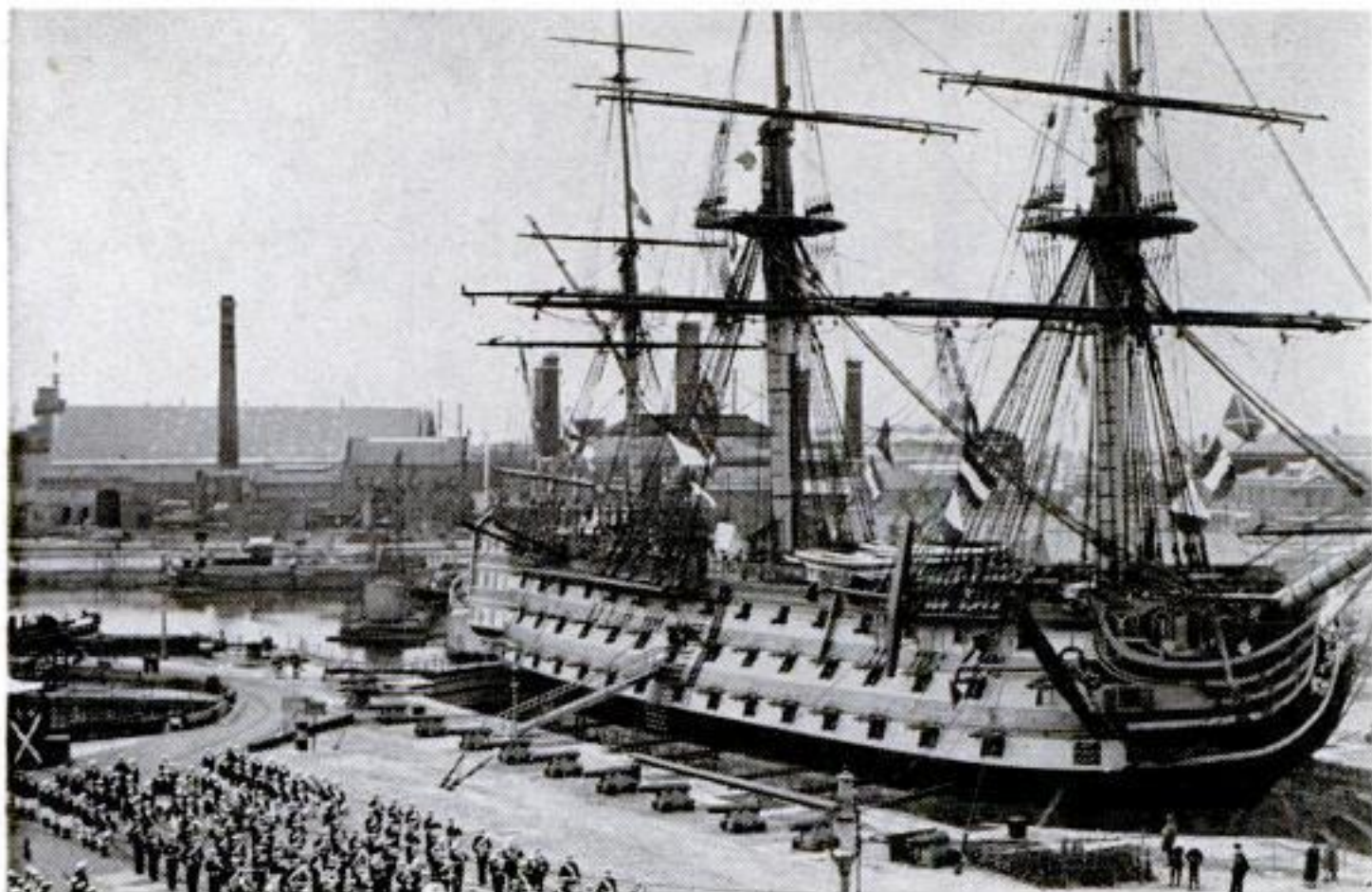
Japan's Togo (flag) heads off Russians, concentrating his fire on Admiral Rozhdestvensky's lead ships while Japanese cruisers raid Russian supply train.



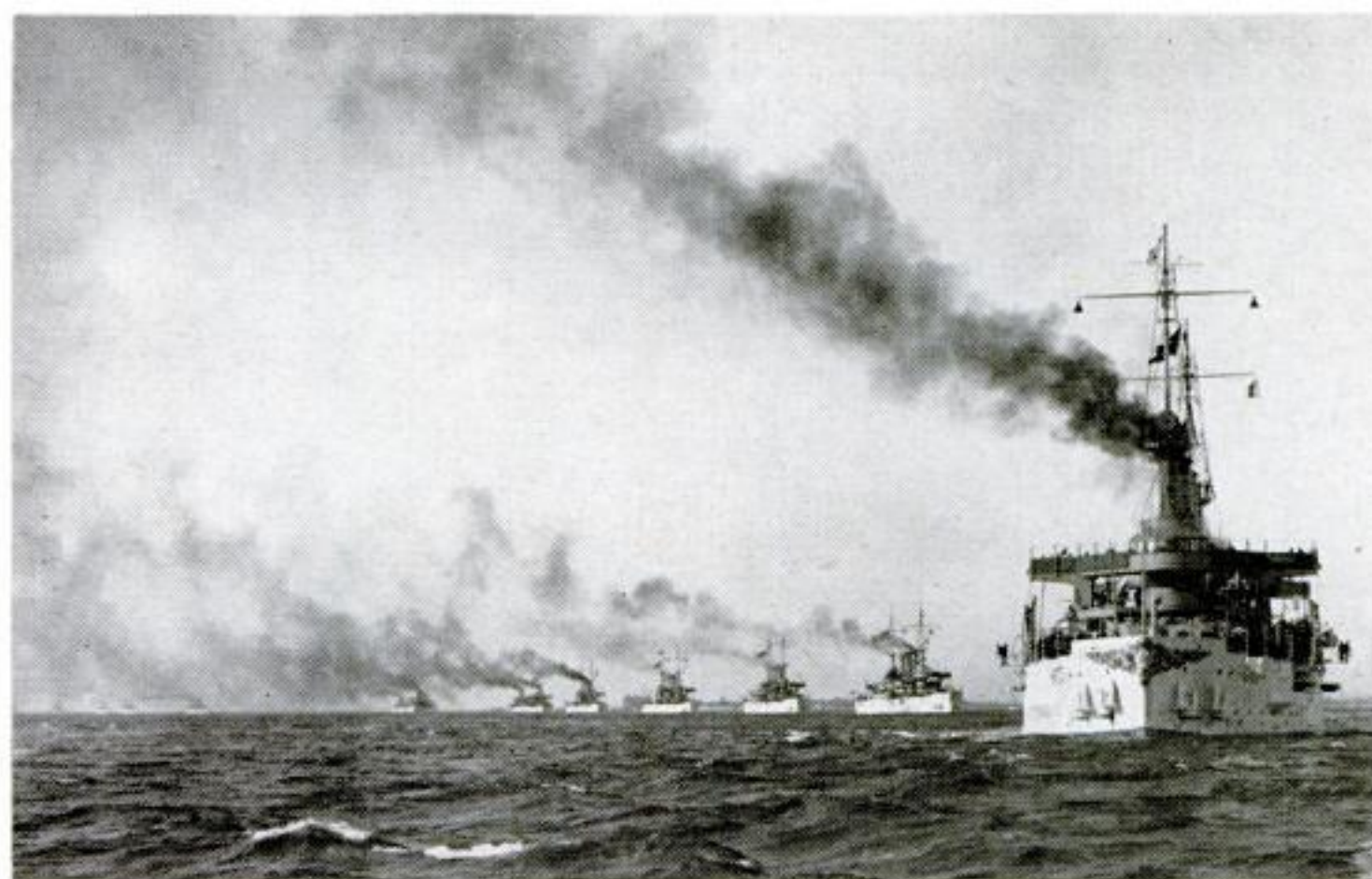
At Trafalgar, at 2:30 p. m. October 21, 1805, Nelson lies wounded on his flagship the *Victory* (right center) from whose top flies the signal, "Engage the enemy more closely." His ship is just disengaging from the *Redoutable* from whose

mizzenmast was fired the shot that wounded Nelson. At far left, the dismasted Spanish *Santa Ana* has been beaten by the *Royal Sovereign*. At the right the French *Bucentaure* and the Spanish four-decker, *Santissima Trini-*

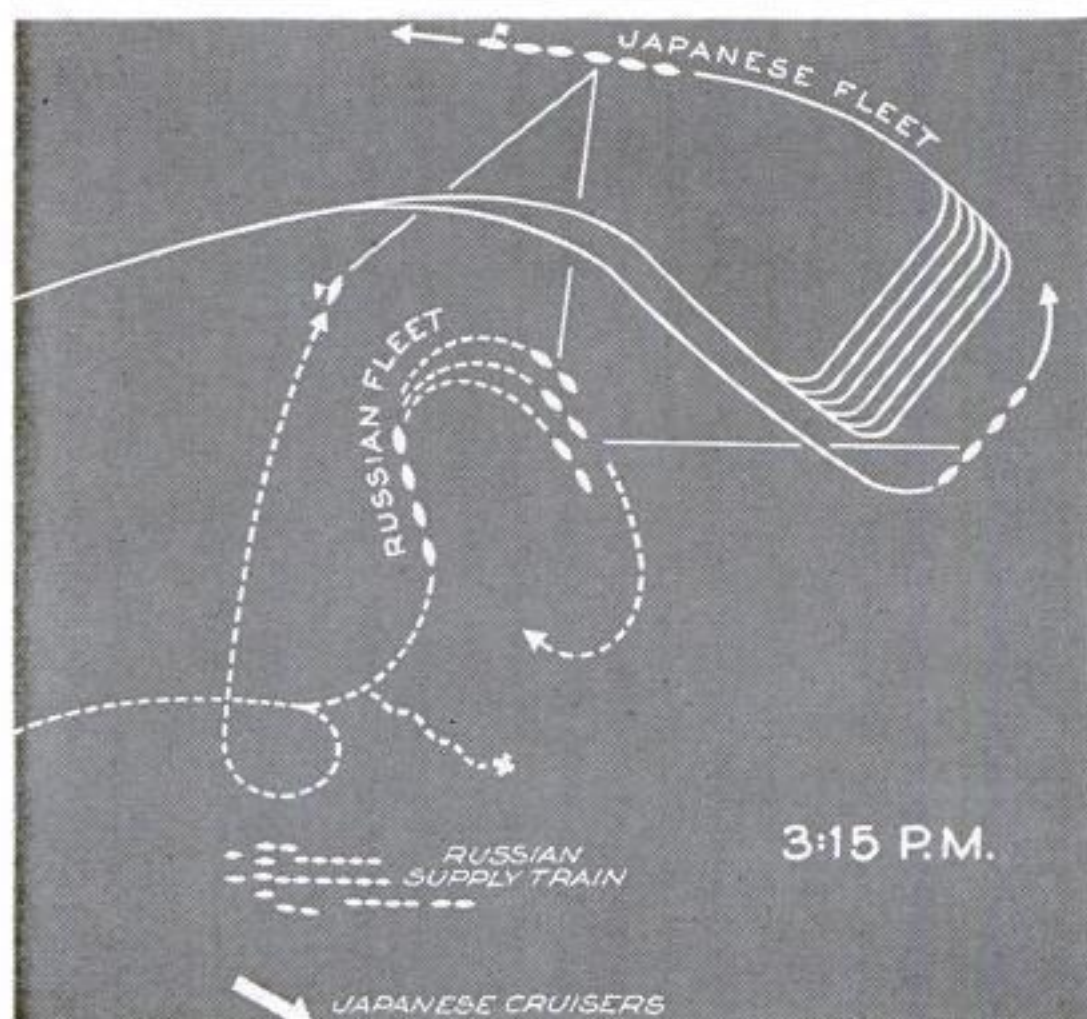
dada, have been put out of action by Nelson's *Victory*. The fighting in Nelson's day was strong on close action and boarding. Nelson was brilliant at getting his ships between enemy ships so that all guns bore on the enemy.



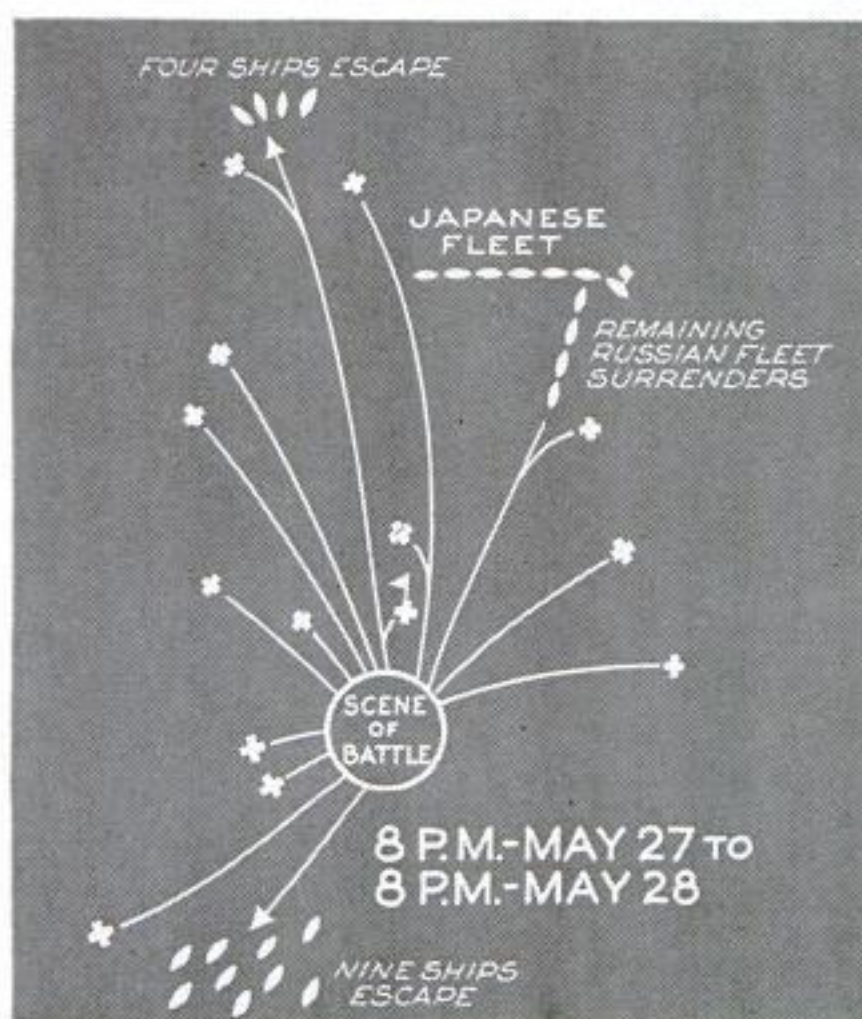
Nelson's "*Victory*," flagship at Trafalgar, now rests on dry land at the important British naval base of Portsmouth and is still listed on the British naval register. Launched in 1765, the *Victory* carried 14 admirals in its time and now flies the flag of the admiral commanding at Portsmouth. The men stationed at the base wear its name on their cap ribbons.



The White Fleet of the U. S. Navy, under command of Admiral "Fighting Bob" Evans, was sent around the world in 1907 by President Theodore Roosevelt to drive home to the world the fact that the U. S. had become a first-class naval power. This junket was widely but wrongly translated as a declaration of U. S. imperial ambitions and a threat of conquest.



Crossing the T is classic maneuver by which all of your ships concentrate fire on enemy's lead ships, thus forming letter T. Togo did it twice in this phase of battle to demoralized Russian fleet.



In utter pandemonium, Russians skitter in all directions. Ships escape at top and bottom. Where ships are sunk is marked with crosses. The rest surrender.



Victor of Tsushima was Japan's first great admiral, Marquis Togo, who helped educate Emperor Hirohito. Had he lost, Japan would have been finished.

HOW THE U. S. BECAME A GREAT NAVAL POWER



John Paul Jones, a Scot, set the American Navy's tradition of sheer fighting qualities by his raids in the Revolution. Jones always won his sea fights, generally against heavy odds. His classic victory was won against Britain's *Serapis*.



Stephen Decatur (the man on the bottom) went with the American Navy into the Mediterranean in 1804 in an attack on the Tripolitan "pirates," last of the great Moslem navies. He produced the phrase, "Our country, right or wrong."



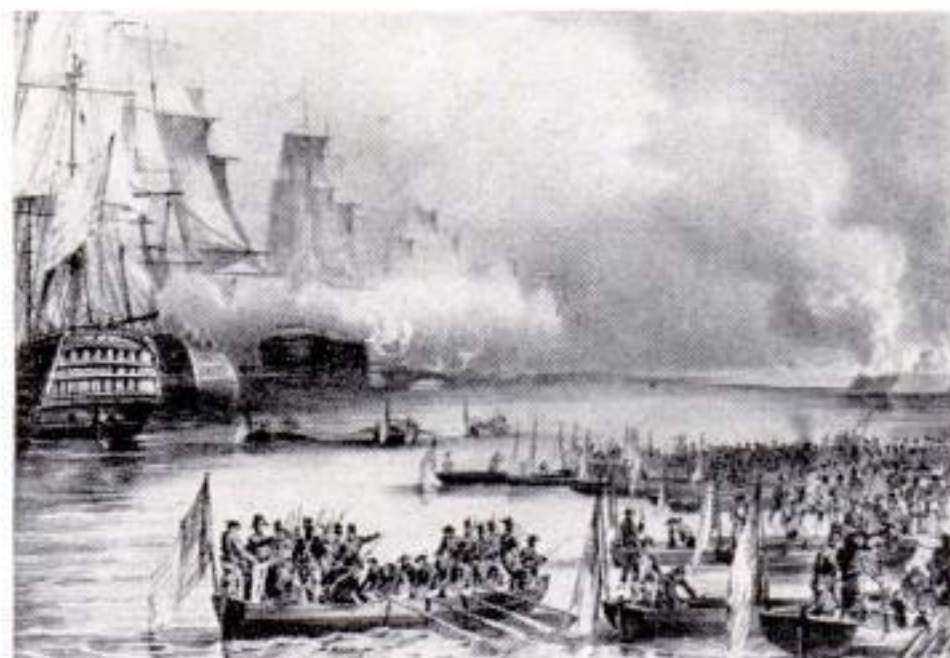
Admiral George Dewey made the U. S. an adult naval power by winning the Spanish-American War. He won the Battle of Manila Bay without the loss of a man, outfaced a German squadron with British backing and became a national hero.



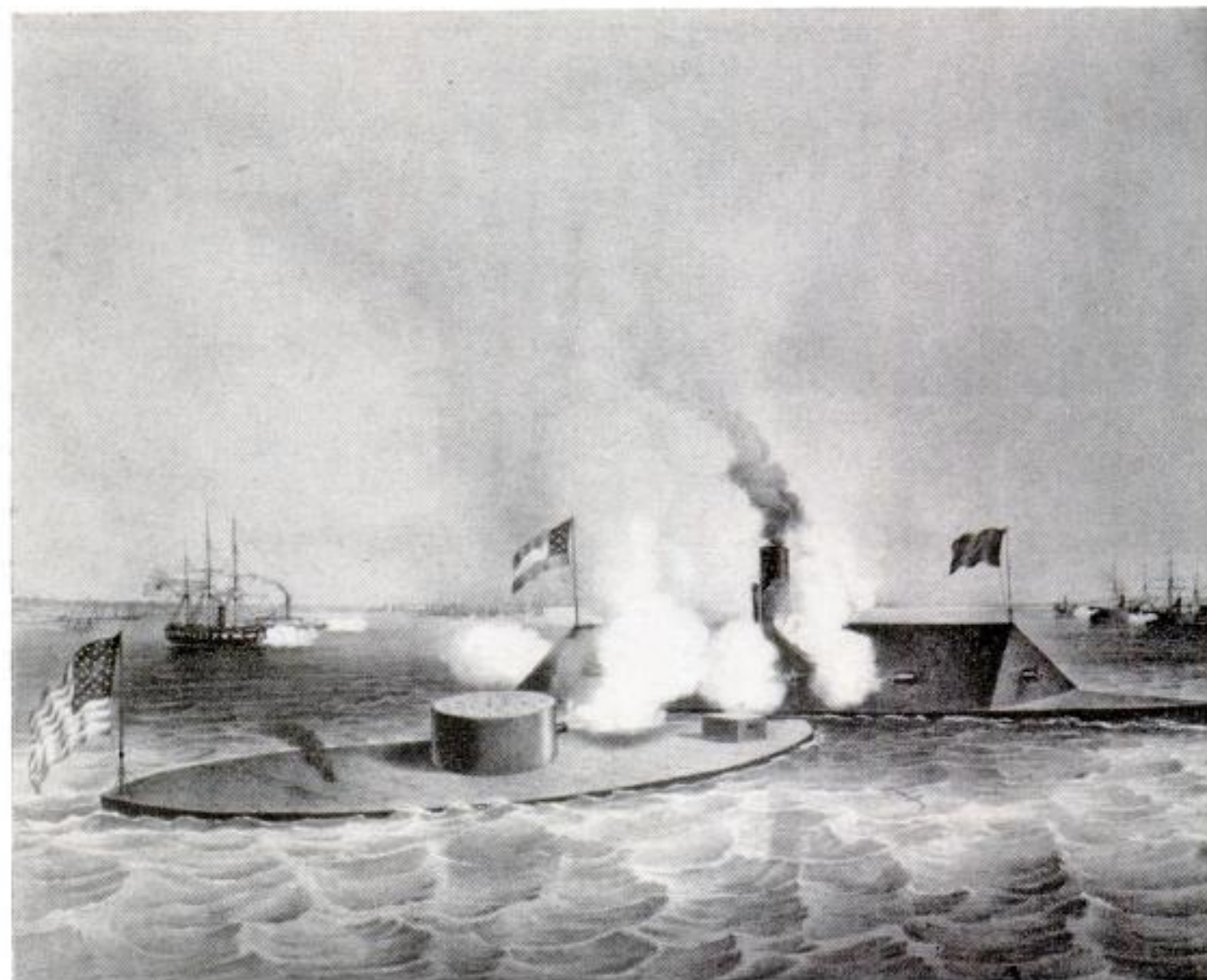
In the War of 1812, the American frigate *Constitution* ("Old Ironsides") (background), the equivalent of a modern cruiser, defeats the British *Guerrière*. But later the preoccupied British Navy decisively won superiority on the Atlantic.



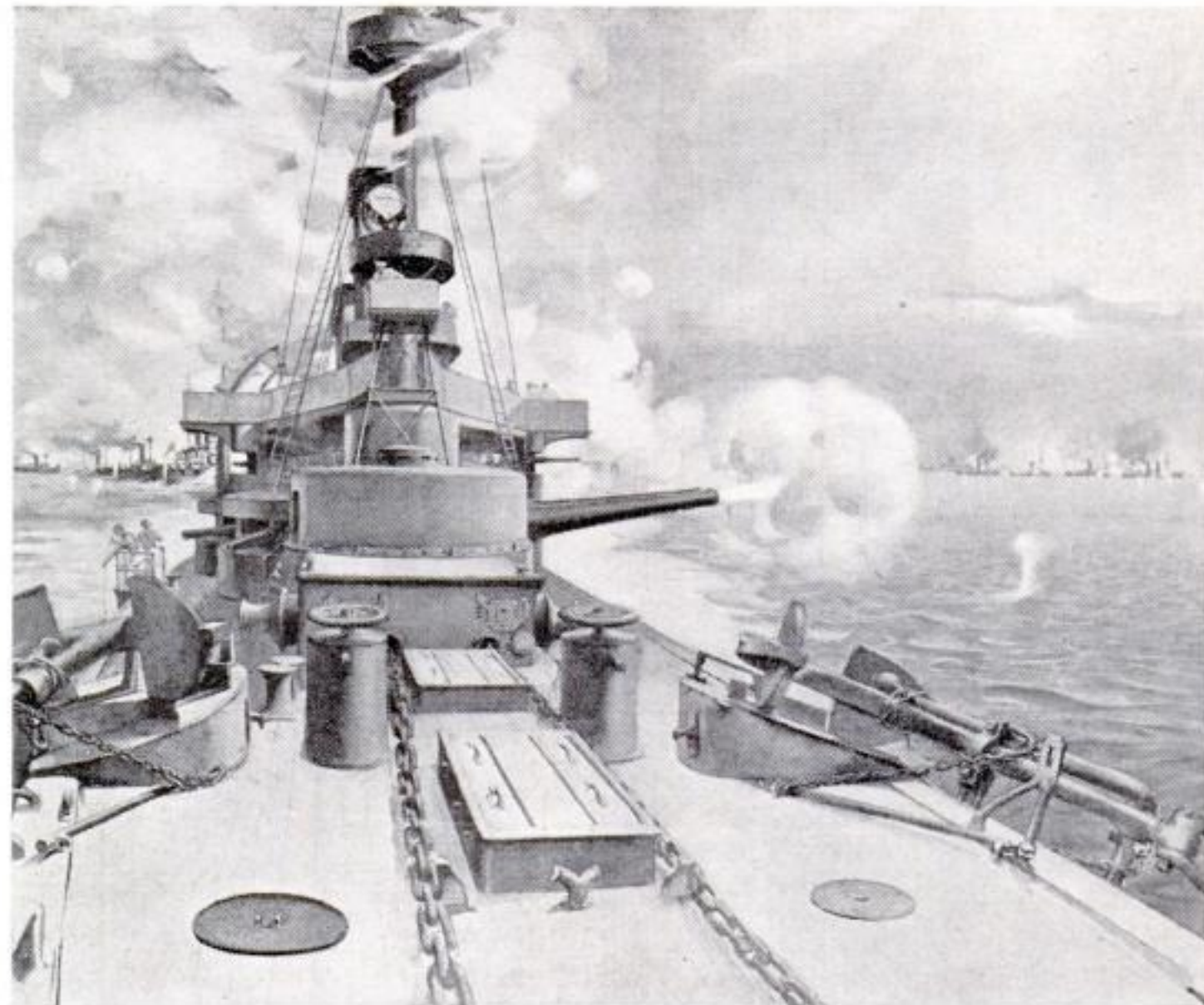
Last warships on the Great Lakes were built by American Commodore Oliver Hazard Perry to fight and beat a British squadron on Lake Erie in 1813. Here Perry changes flagships in midst of battle. The Lakes became an American sea.



First American expeditionary force by sea is landed at Vera Cruz, Mexico, in 1847. The American officers under General Winfield Scott knew their business and easily won the war against the Mexican generals headed by Santa Anna.

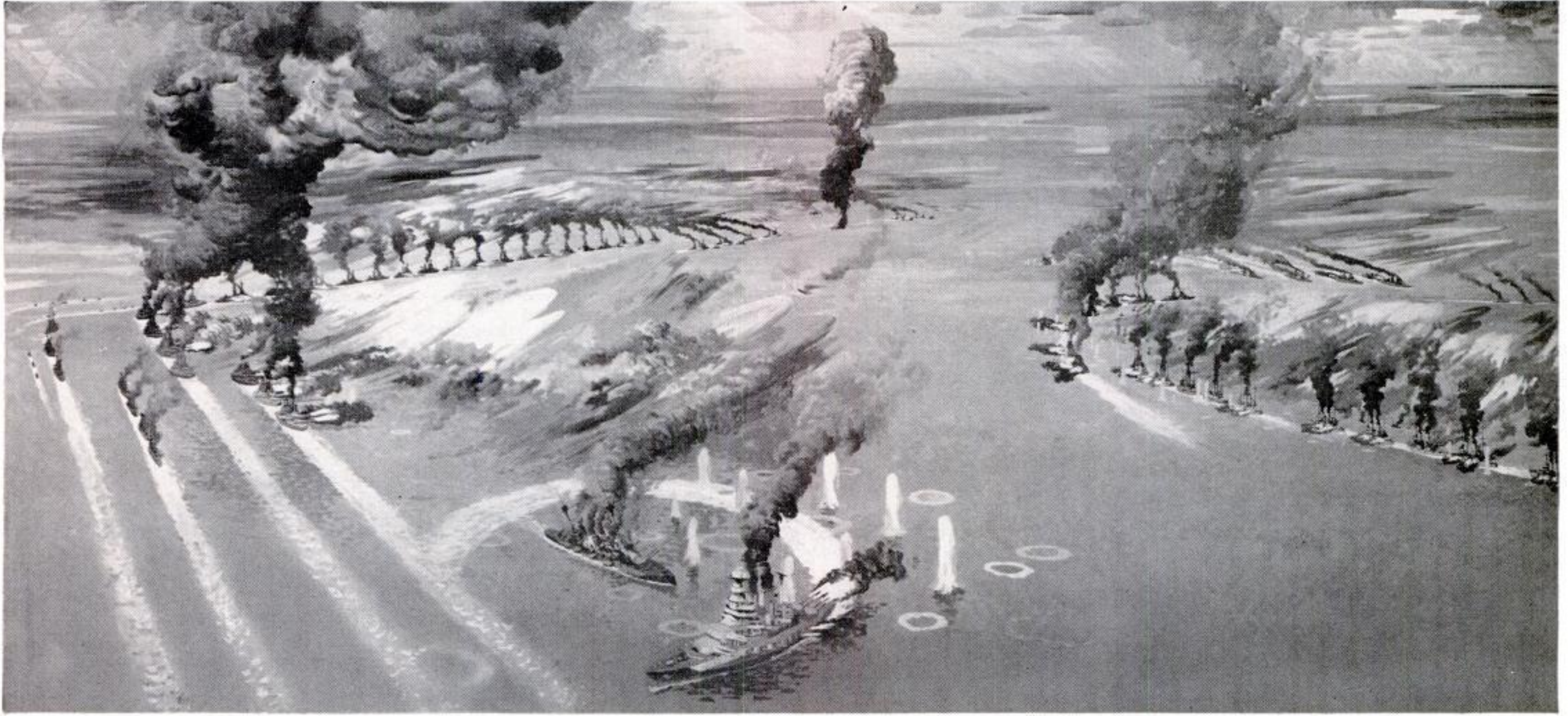


The ironclad first fights in two freak forms, the *Monitor* (foreground) and the *Merrimac*, here hammering at close quarters at Hampton Roads, Va., during the Civil War. The *Monitor* won. These ships gave birth to modern navies. But after the Civil War, the U. S. lost interest in a Navy, revived interest only at the prospect of having to defend a Panama Canal.



The Battle of Manila Bay, as seen from Dewey's flagship *Olympia*, was fought on May 1, 1898. The Spanish Fleet was completely destroyed. According to Mahan, the Spanish War was really a preliminary to the U. S.'s overt policy of clearing the Caribbean Sea of Spanish influence in order to control the Panama Canal, which it would presently build.

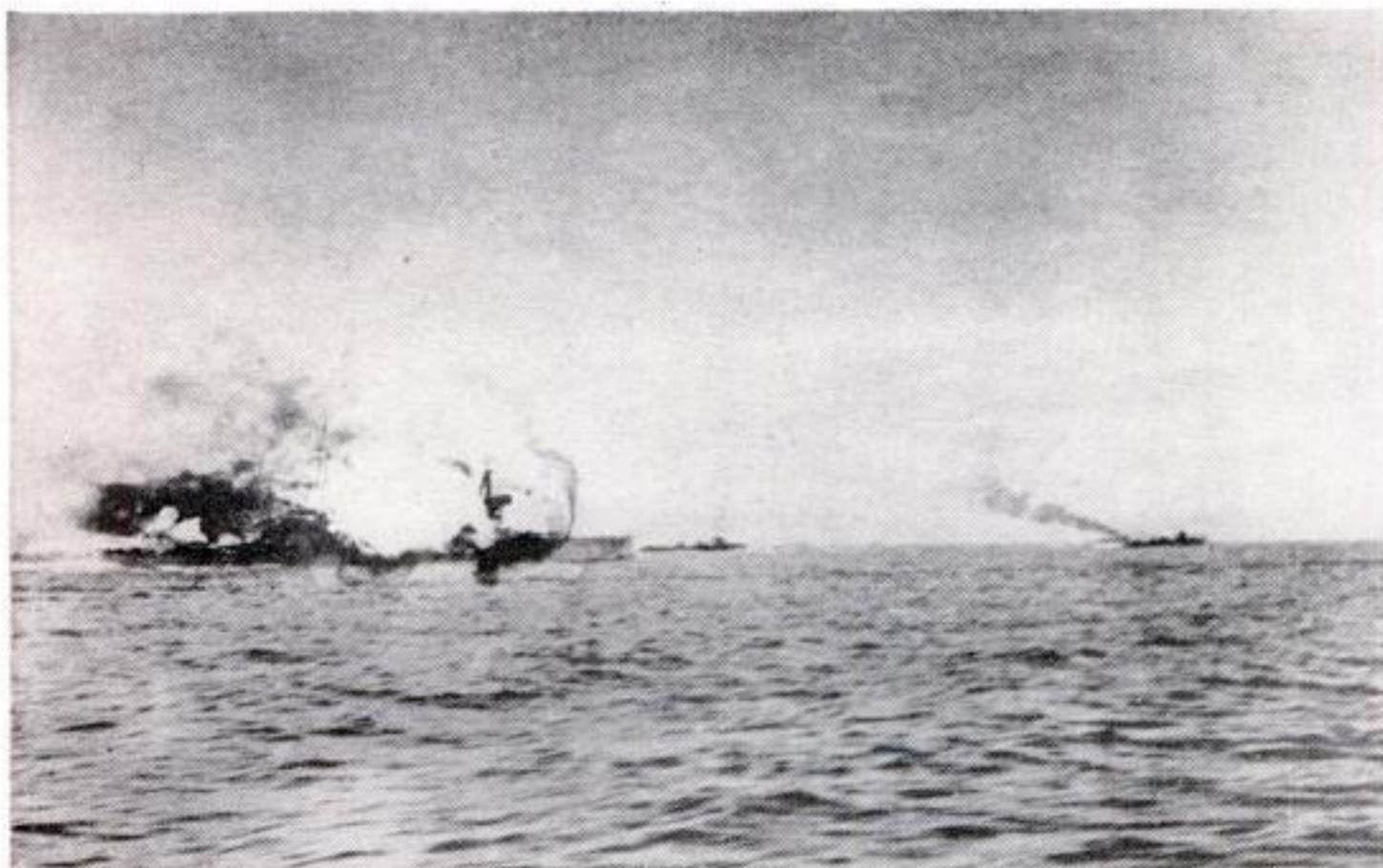
HOW BRITAIN HELD THE SEAS IN WORLD WAR I



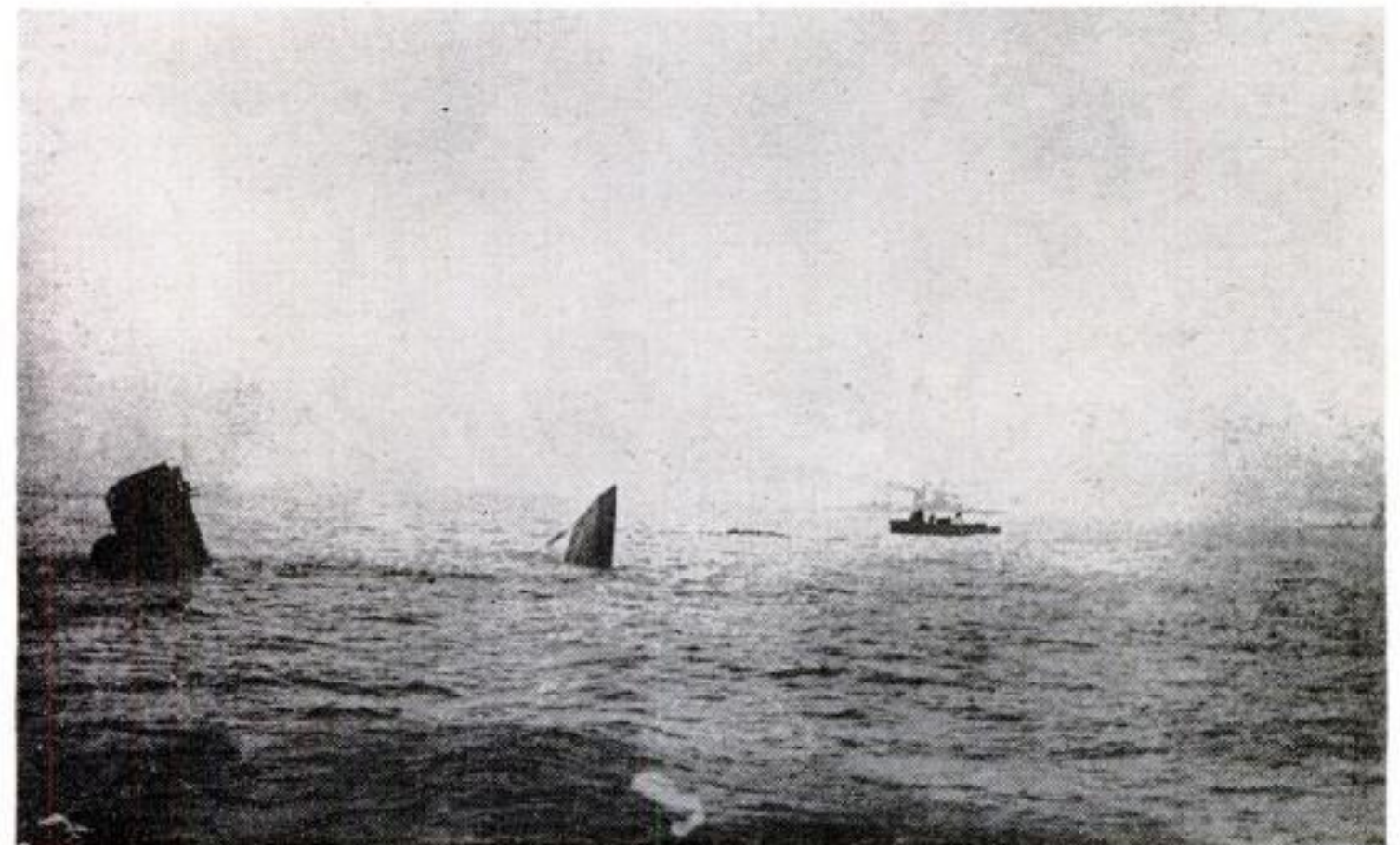
The Battle of Jutland on the late afternoon of May 31, 1916, was the climax in sheer power of all the world's naval battles. The painting above clears the scene of the patches of fog that blinded both sides. The German High Seas Fleet

(right) has just sensed that it has run into the whole British Grand Fleet (battleships left, cruisers at top). The *Invincible* blows up at top (see below). In the foreground the *Warspite*, which rushed Narvik last fortnight, circles

helplessly with jammed rudder. Though it lost more men and ships at Jutland than the German fleet, Britain won this historic engagement in that the German High Seas Fleet never again disputed British supremacy of the sea.



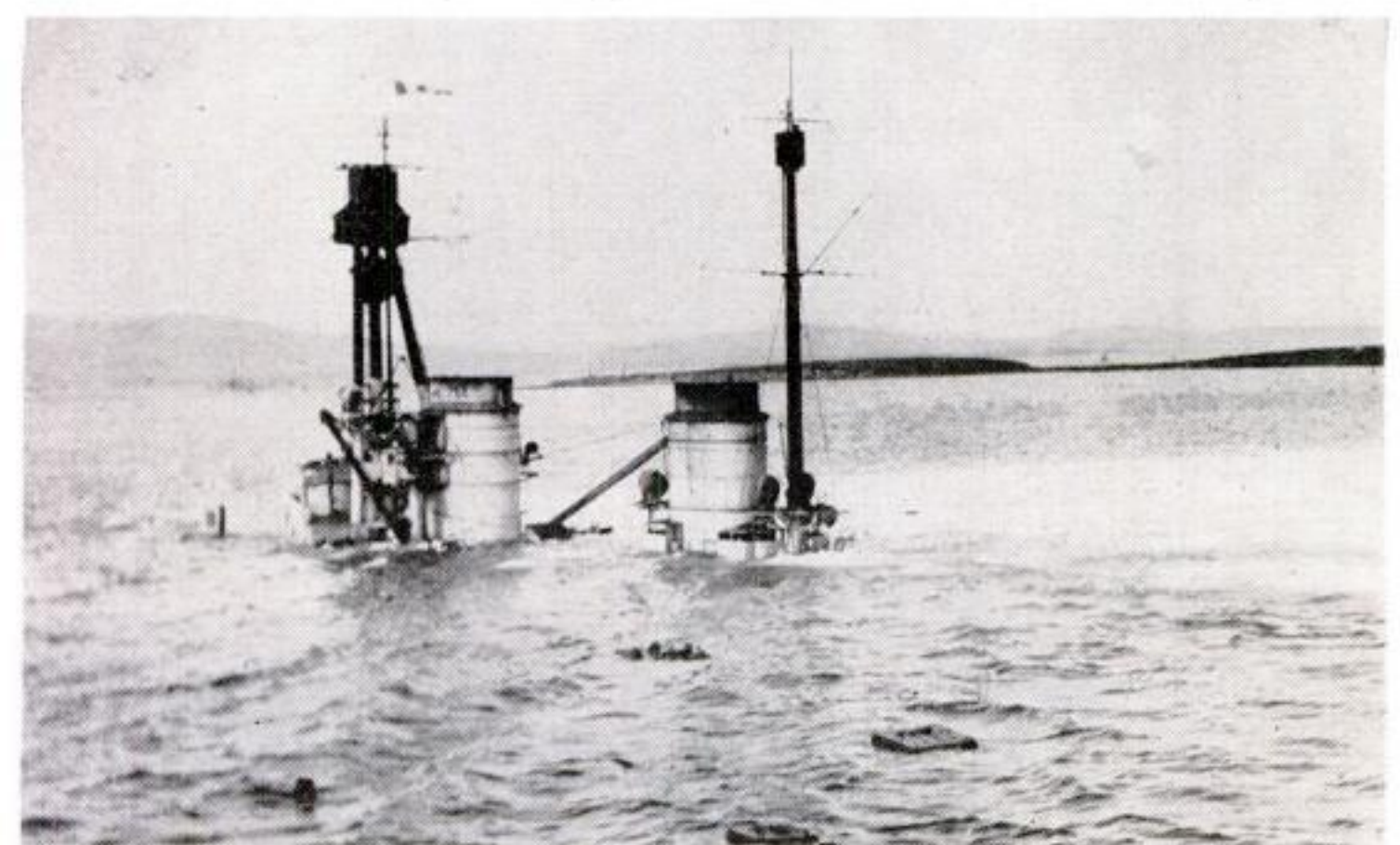
Actual photograph taken during the Battle of Jutland shows the moment when a German shell detonates 50 tons of cordite in the magazines of the British battleship *Invincible*, breaking the ship in half and killing all but six of its crew. The mainmast can be seen falling in the midst of the white smoke. Squadron Commander Admiral Hood was aboard.



The end of the "Invincible," photographed while the battleships seen dimly in background are still firing at the Germans, shows its bow and stern. Between the rescue ship *Badger* (center) and the bow is a target raft carrying four of the survivors. Cause of the disaster was the British failure to provide ships with screens to confine flash of turret explosions.

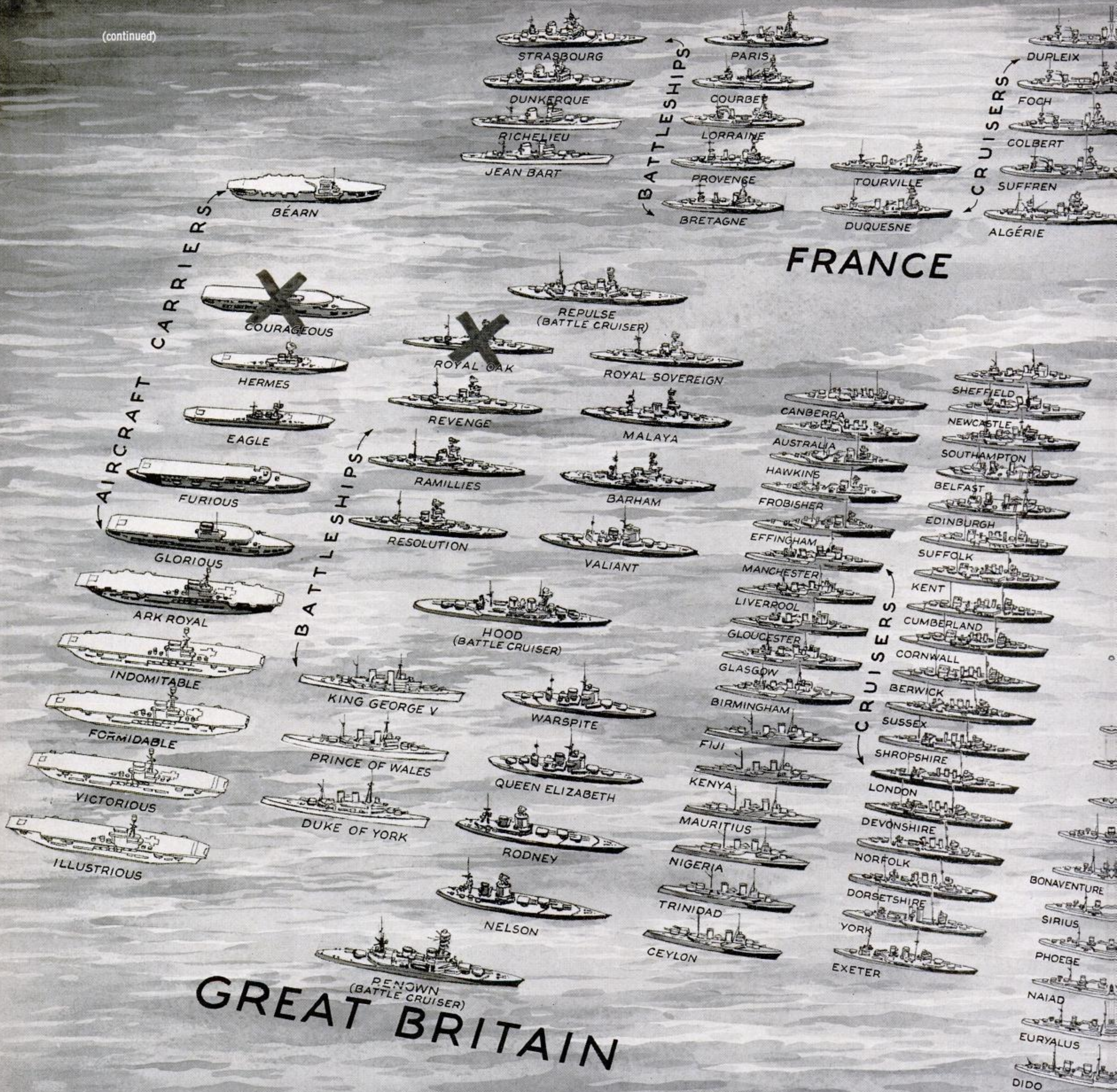


The U. S. Fleet comes to the rescue of the Allies in December 1917, adding its weight to the overwhelming strength of the British Navy. Here it sails into the British battleship base at Scapa Flow in northern Scotland, the *New York* in the van. The Allied navies then included all dreadnoughts in the world, except those of Germany, Austria and Argentina.



End of the German Navy was its scuttling by its own crews as it lay at anchor in Scapa Flow on June 21, 1919, where the British had taken it on surrender. The loss of this tremendous weight in modern dreadnoughts put Germany permanently and hopelessly behind in the continuing naval race of the Great Powers, for battleships are very expensive and slow to build.

(continued)



FRENCH SPECIALTY: BIG DESTROYER-DESTROYER



BRITISH SPECIALTY: MANY LITTLE CRUISERS

EUROPE'S SEA POWERS MATCH HEAVY SHIPS

The big ships of the four great European navies are here pitted against one another. On the left are the French and British. At right are Italian and German. They are arranged somewhat as they would come together in action. The drawing shows, as no tables of tonnage figures ever can, the overweening superiority of Britain and France as against the totalitarian powers.

Ships that are definitely known to have been sunk so far in this war are crossed out with an X. The totals include (shown in light tone) ships already launched that will possibly be in commission before Jan. 1, 1941, hence probably engaged in this war. Naturally all these powers have many other ships in various stages of planning and construction, such as



six huge British battleships a-building and about a dozen Italian light cruisers. These are not shown as they are really being built for the next war.

What appears here is the hitting power of the European navies for this war. It comes to 1,257,300 tons for the British, 406,500 tons for the French, 230,600 tons for the Germans and 315,400 tons for the Italians. Besides these heavy ships, each nation has masses of destroyers, torpedo boats, submarines, minelayers, motor torpedo boats, tenders, etc., adding up to the meaningless tonnage totals usually given. For each nation the modern navy represents a titanic capital outlay. The British ships shown above, for example, would cost perhaps \$2,000,000,000 to replace

today. In effect, no power on earth could build such a navy all at once.

Every navy is built to solve the complex problems of its country's geographical position and possible enemies. Because England has dominions scattered widely over the earth, it specializes in having a great number of fast light cruisers to swarm over any scene of action. Germany, a land power, concentrates on submarines to raid sea powers' commerce. Italy in a narrow sea has perfected fast little destroyers and passed up aircraft carriers entirely. To fight Italian destroyers, France has produced the still heavier destroyer-destroyer. The traditions of France as a first-class sea power go back as far as those of England.



ITALIAN SPECIALTY: FAST LITTLE DESTROYER



GERMAN SPECIALTY: THE SUBMARINE



U. S. SPECIALTY IS AIRCRAFT CARRIER "ENTERPRISE"

JAPAN RACES U. S. FOR POWER IN BIG SHIPS

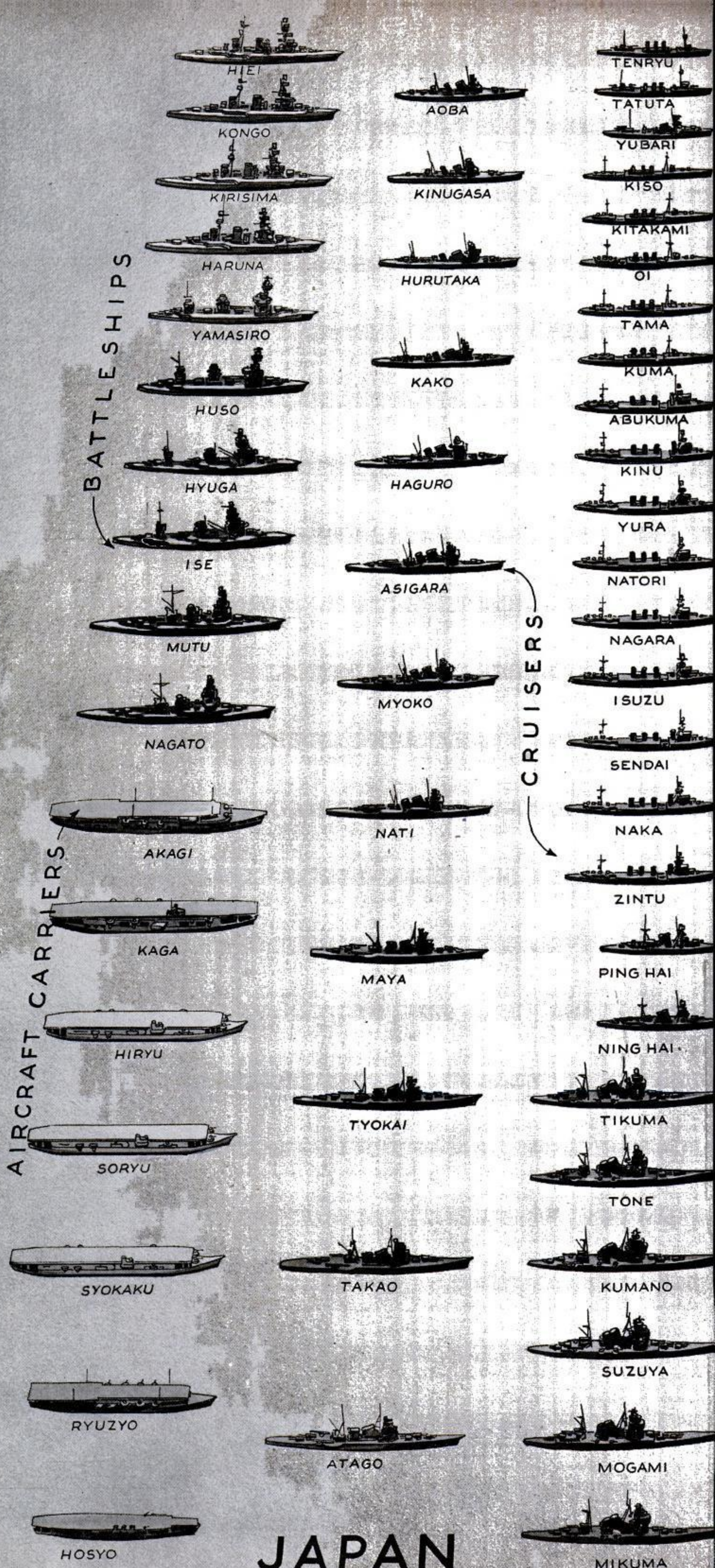
If sea power remains supreme, a friendly British Navy would seem to take care of Europe for the U. S. What naval men call the "theoretical enemy" of the U. S. Navy is Japan. Since Japan has turned into an insatiable conqueror, the slow, ruthless logic of events has steered the U. S. closer and closer to a naval war with Japan. The fight for the Pacific Ocean has not yet been joined but Japan is in a fair way to challenge for the title, either over The Netherlands Indies or the Philippines. For this reason, when U. S. Navy men play the game of matching tonnages, they match them with Japan's Navy.

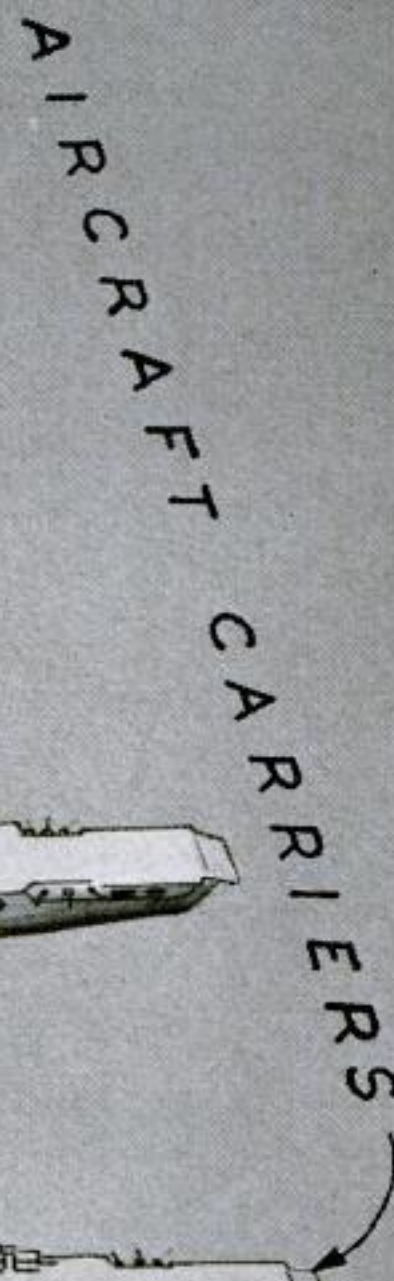
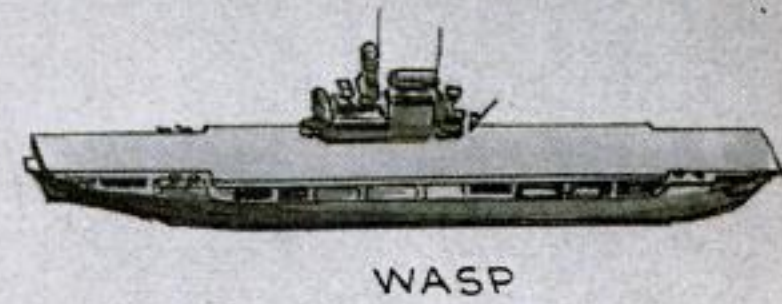
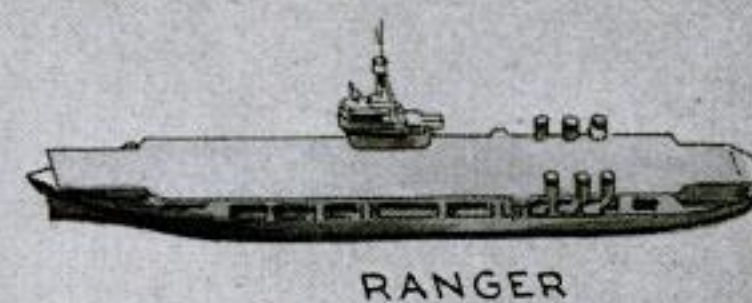
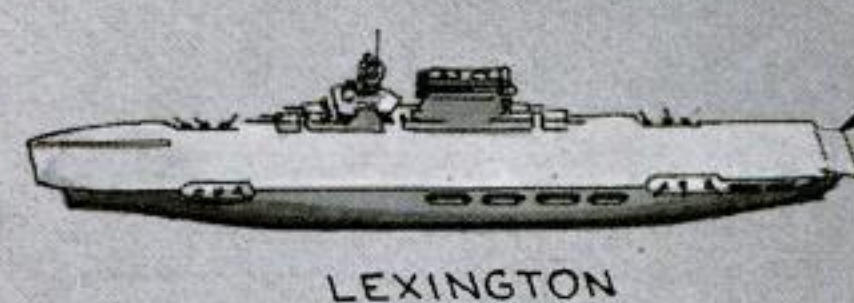
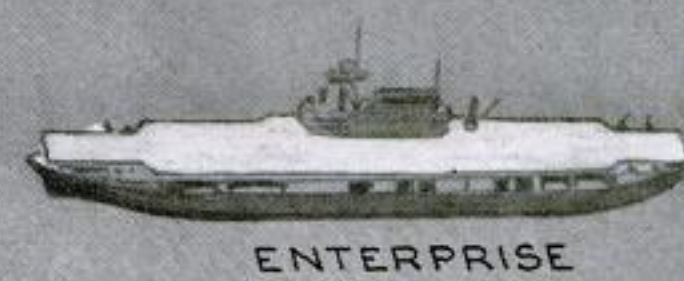
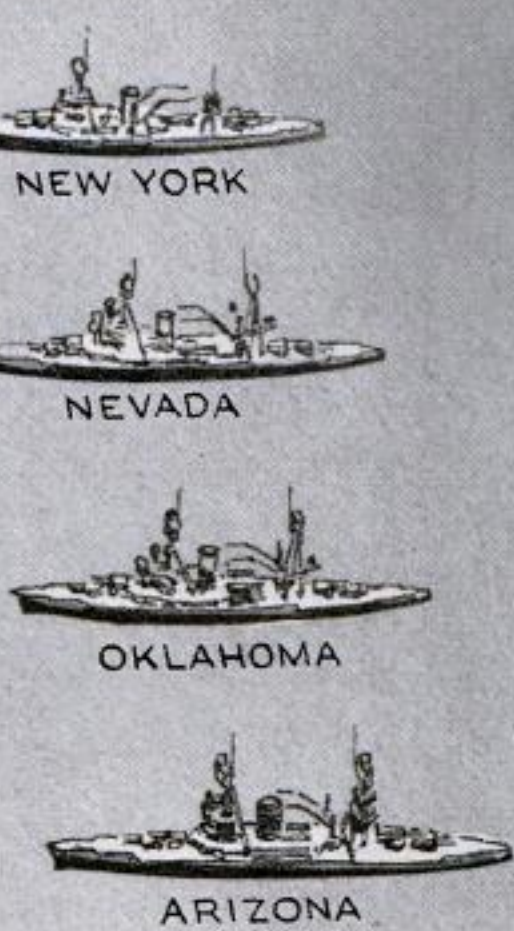
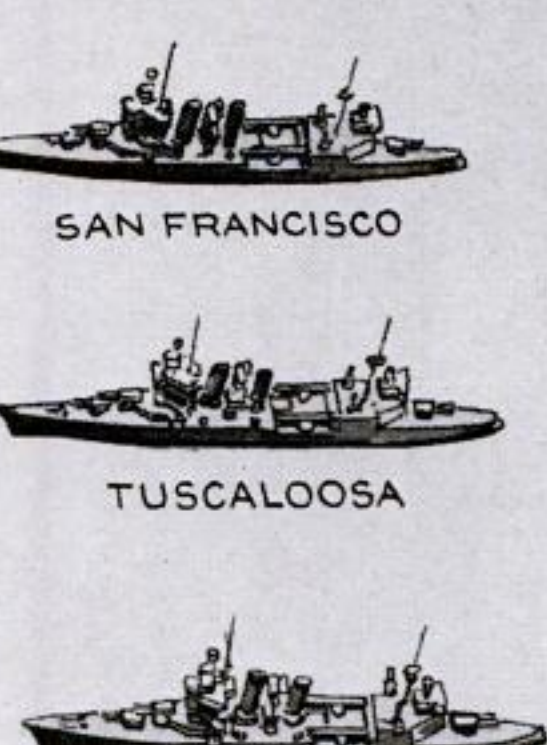
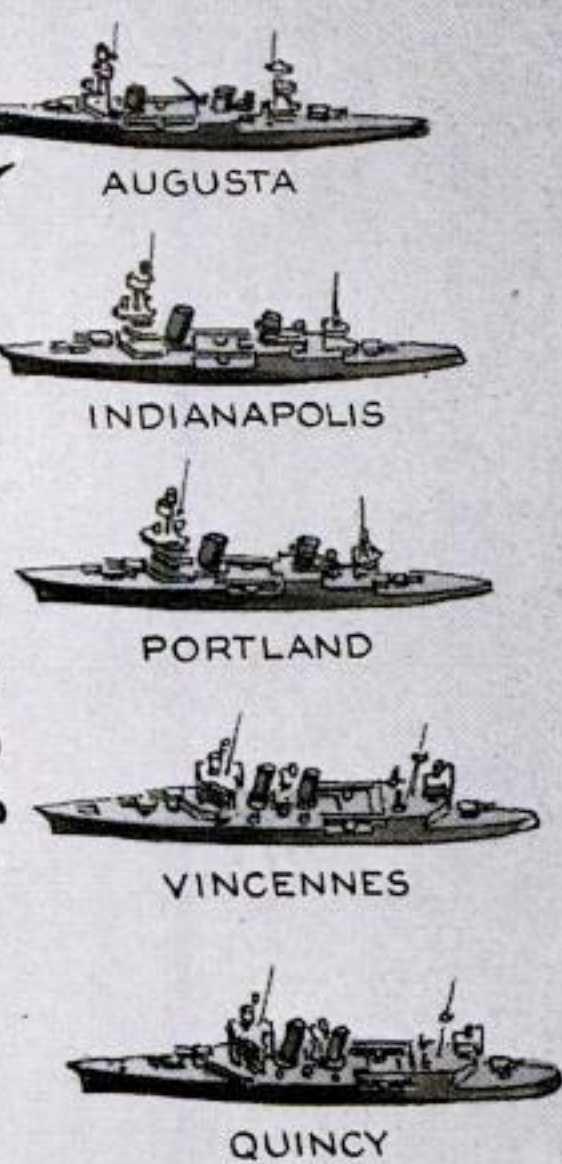
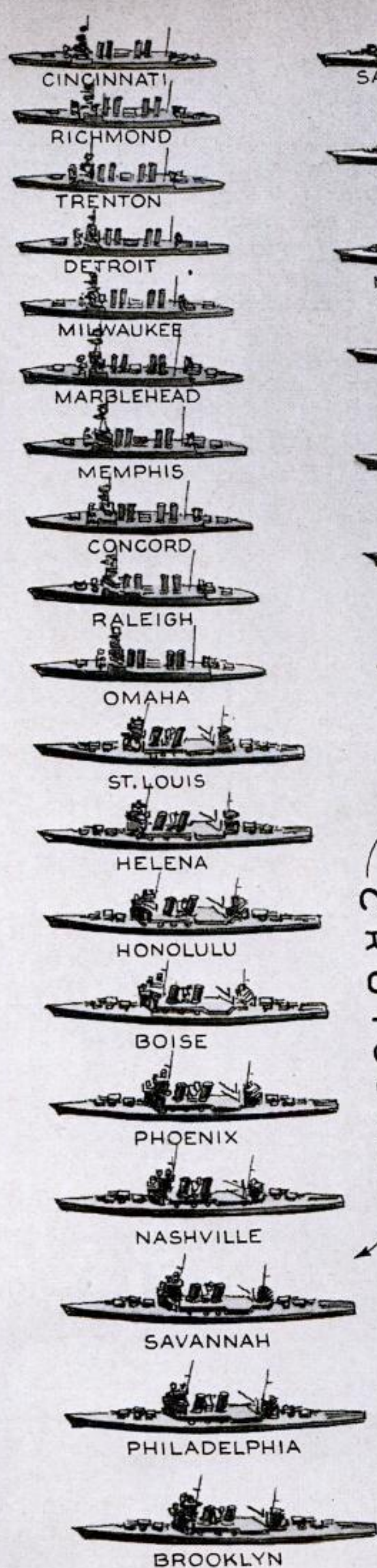
The ships shown here are heavy ships already launched and include, in light tone, those that will probably be commissioned by Jan. 1, 1941. At least until then, the U. S. will have something approaching the 5-to-3 superiority it wants over Japan. The U. S. ships shown here total 930,900 tons, the Japanese 645,000 tons. But Japan has torn up all naval-limitation treaties and keeps its new building utterly secret. Thus the possible Japanese Navy at any given date in the future is a perpetual bogeyman with which to frighten Congress. And if the friendly British Navy is put out of business in the current war, then the American Navy would be confronted with a two-coast defense problem which would make its present building program totally inadequate.

The U. S. is now building six super-battleships and has plans for two more. The Japanese are building possibly eight or twelve even bigger ones. The U. S. is building one aircraft carrier and asking Congress for three more to be paid for by the \$650,000,000 bill now before the Senate. Japan is building at least four, and, according to U. S. Admiral Harold R. Stark, perhaps "more that we do not know about." The U. S. has built up a fleet of heavy cruisers but it is behind on light cruisers, of which it is now building six and asking for perhaps half a dozen more.



JAPANESE SPECIALTY IS OVERCROWDED DESTROYER





NOTE ON THE U. S. CRUISERS

When British Naval Authority Hector Bywater wrote his *The Great Pacific War* in 1925, the U. S. Navy had no superiority over Japan in heavy cruisers. In the first fictional action of his book, fought by cruisers at Manila Bay, the U. S. Navy suffered a sharp defeat by Japan. It was only after two years' building and by carefully pushing out to Truk as a base that the U. S. won this theoretic war against Japan with its fleet.

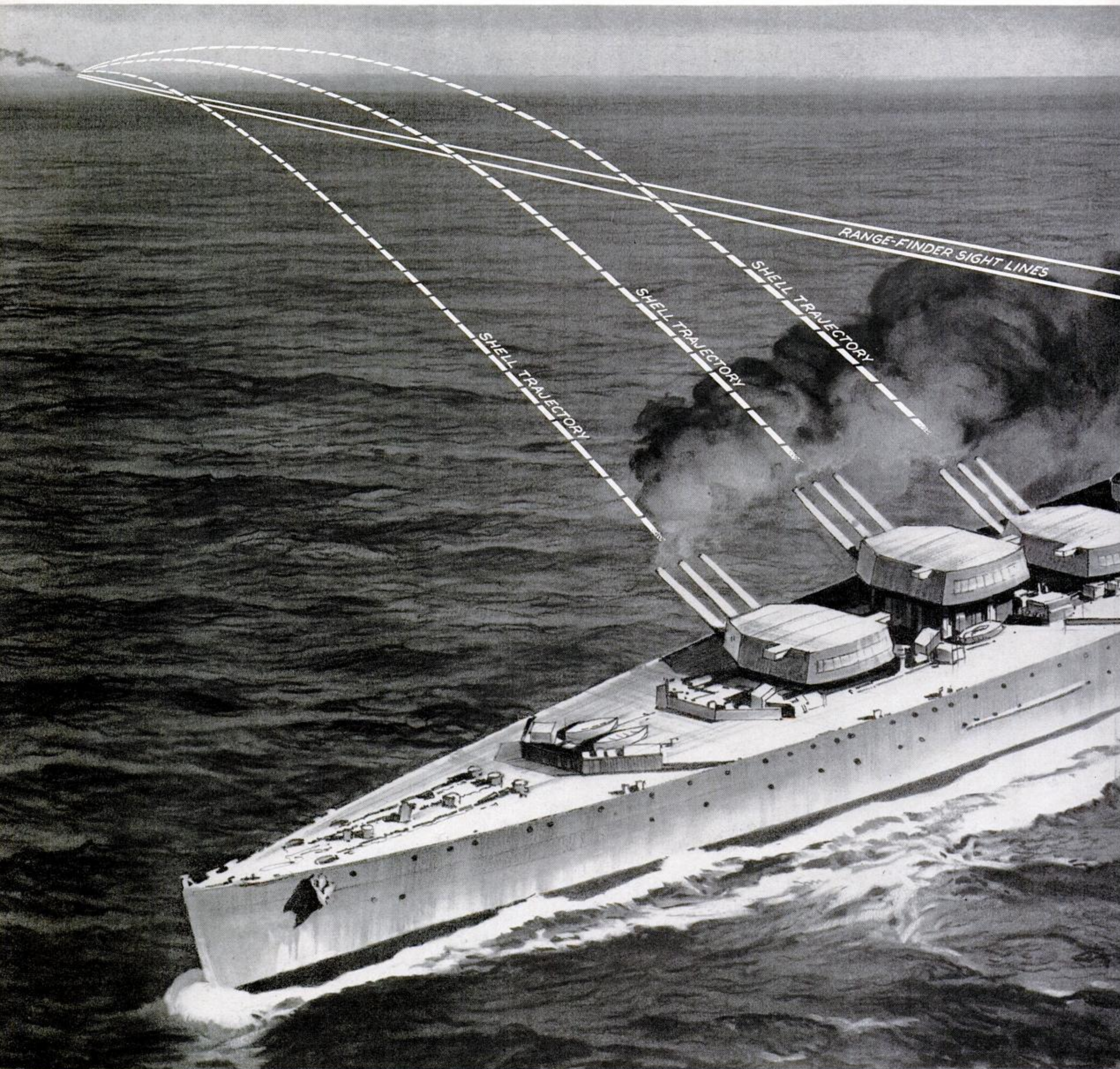
Since then, the U. S. has in fact built up its heavy cruiser fleet. But the American Navy is still short in light cruisers. A good part of the present U. S. building program is to increase its cruiser strength.

UNITED STATES

THE BATTLESHIP IS THE FLOATING FORT OF THE WORLD'S SEAS

The paladin of any navy is the battleship. Its role is to be invulnerable and irresistible, a tower of strength whose great fortress guns can blast off the water any other ship made by man. It is the basis and backbone of any navy, the ship around which the other ships are organized. Though it may never come out and fight, its very existence keeps an enemy's ships off the seas. It never goes out alone, but around it always swarms a great protective fleet of destroyers, cruisers, submarines and planes. Without this brood, it can be sunk by the dread torpedo, weapon of the skulking submarine, slashing destroyer. But properly protected, a battleship has only one answer: another battleship.

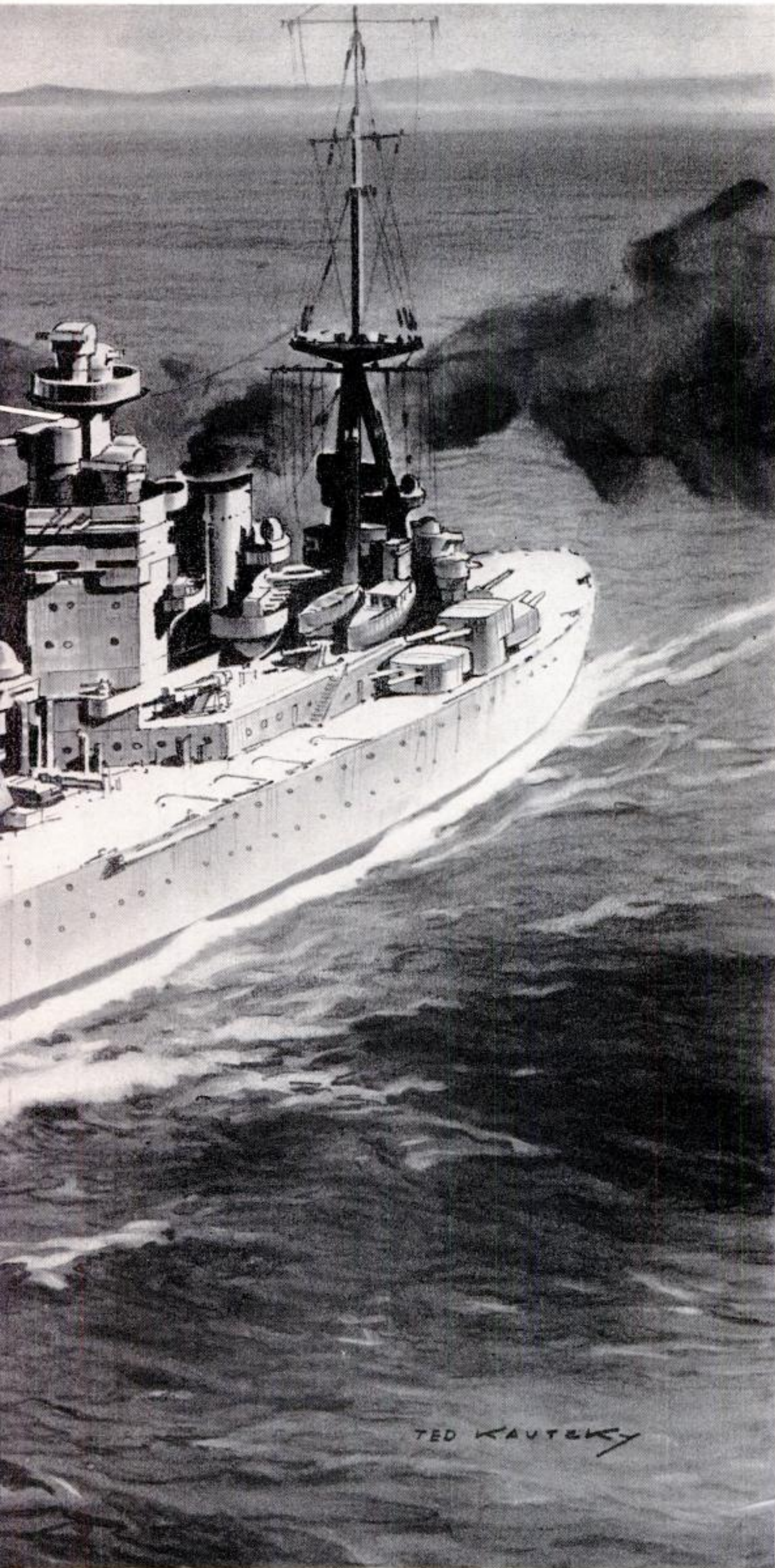
This monster of modern civilization is examined on these pages. It is the outgrowth of a whole evolution of heavy ships of the line from the galleys of Tyre and Egypt,



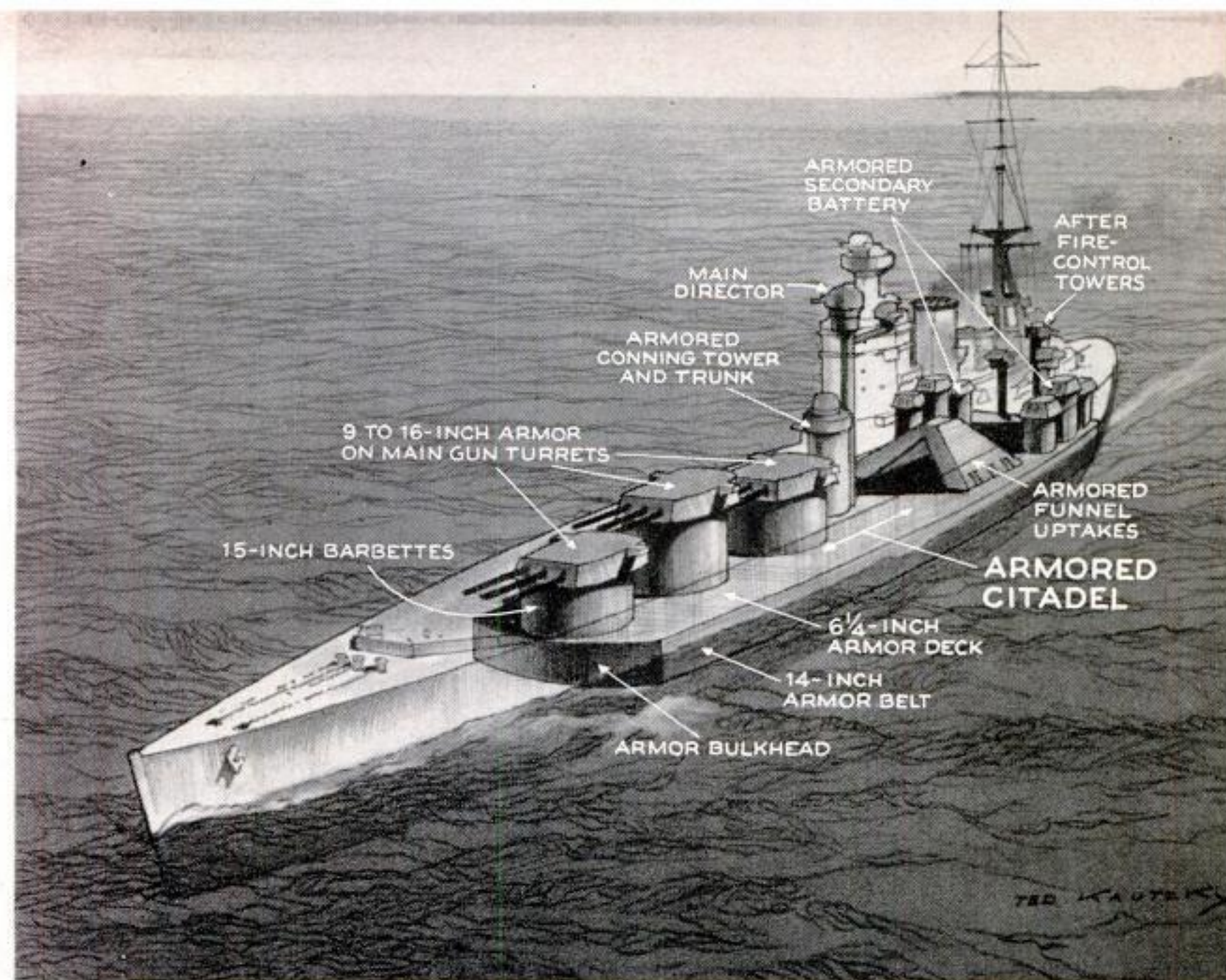
Sample battleship is based on the British battleship *Nelson*, 34,000 tons, mounting nine 16-in. guns, twelve 6-in. guns, six anti-aircraft guns as well as a hive of little anti-aircraft guns. Chief variation of the British Admiralty's *Nelson* from U. S. building policy is that

it mounts all its big turrets on one end instead of on both ends. This actually reduces the amount of surface that must be protected by heavy armor, inasmuch as U. S. battleships must protect both ends of the ship and the middle. The *Nelson*'s design is more or less fol-

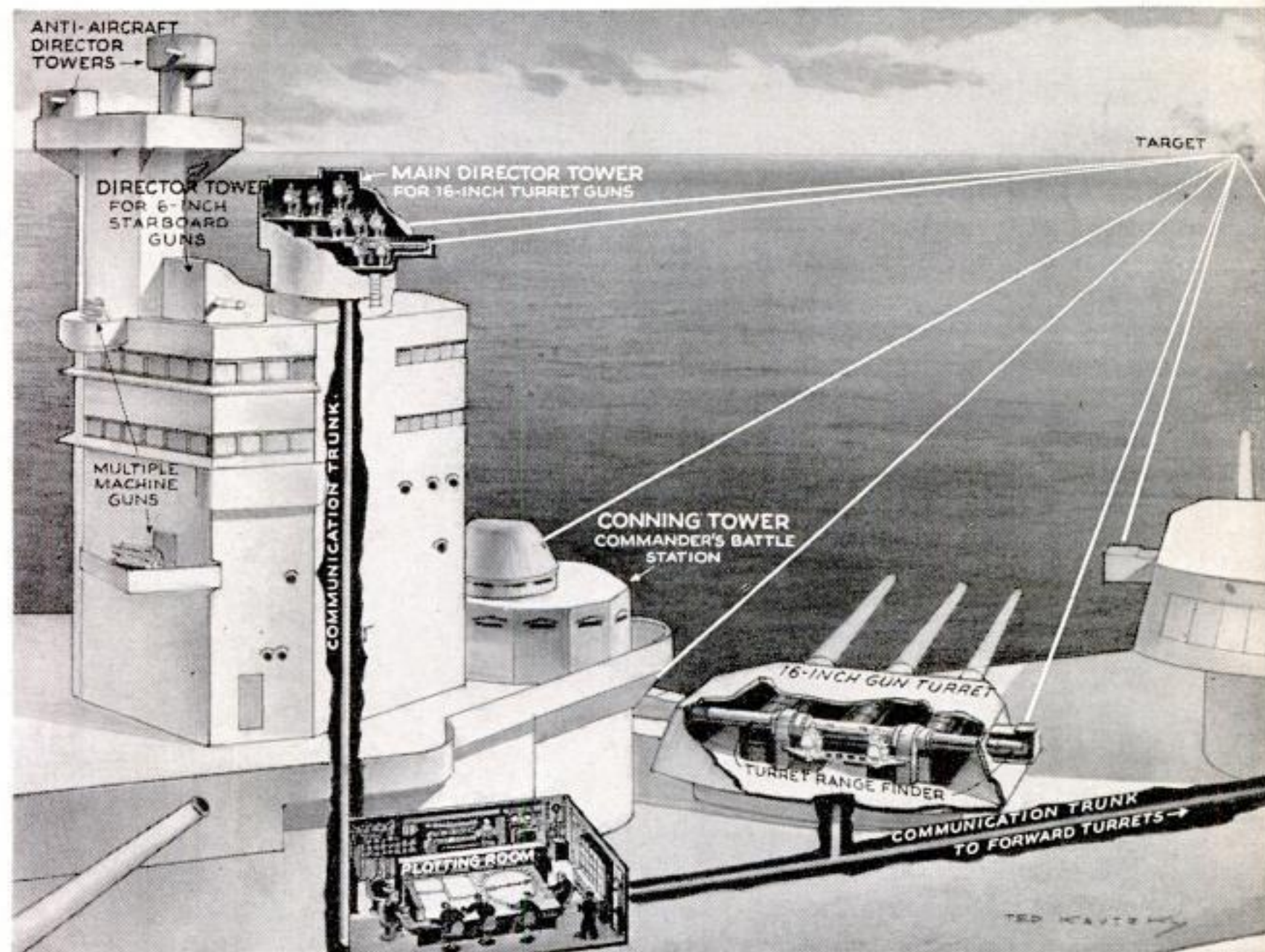
the biremes and triremes of Athens and quinqueremes of Rome and Carthage, the war galleys of the Turks, the Spanish galleons, the tall, three-masted line-of-battle ships of Duquesne and Nelson, and finally the forerunner of the ship shown below. All were designed to deliver the knock-out blow. Even a frigate that came within range of one of Nelson's line-of-battle ships had not one chance in a million. The undisputed reign of the battleship was first troubled by the invention in 1864 of the Whitehead torpedo and after the World War by the challenge of the bomber. The one thing that can defeat it is a land fort, since a hit anywhere on a battleship may silence its guns, whereas a land gun must be hit squarely, a much more difficult target from a rolling ship. The battleship, as can be seen in the diagrams at the right, is perhaps the most complex and compact product of modern engineering genius.



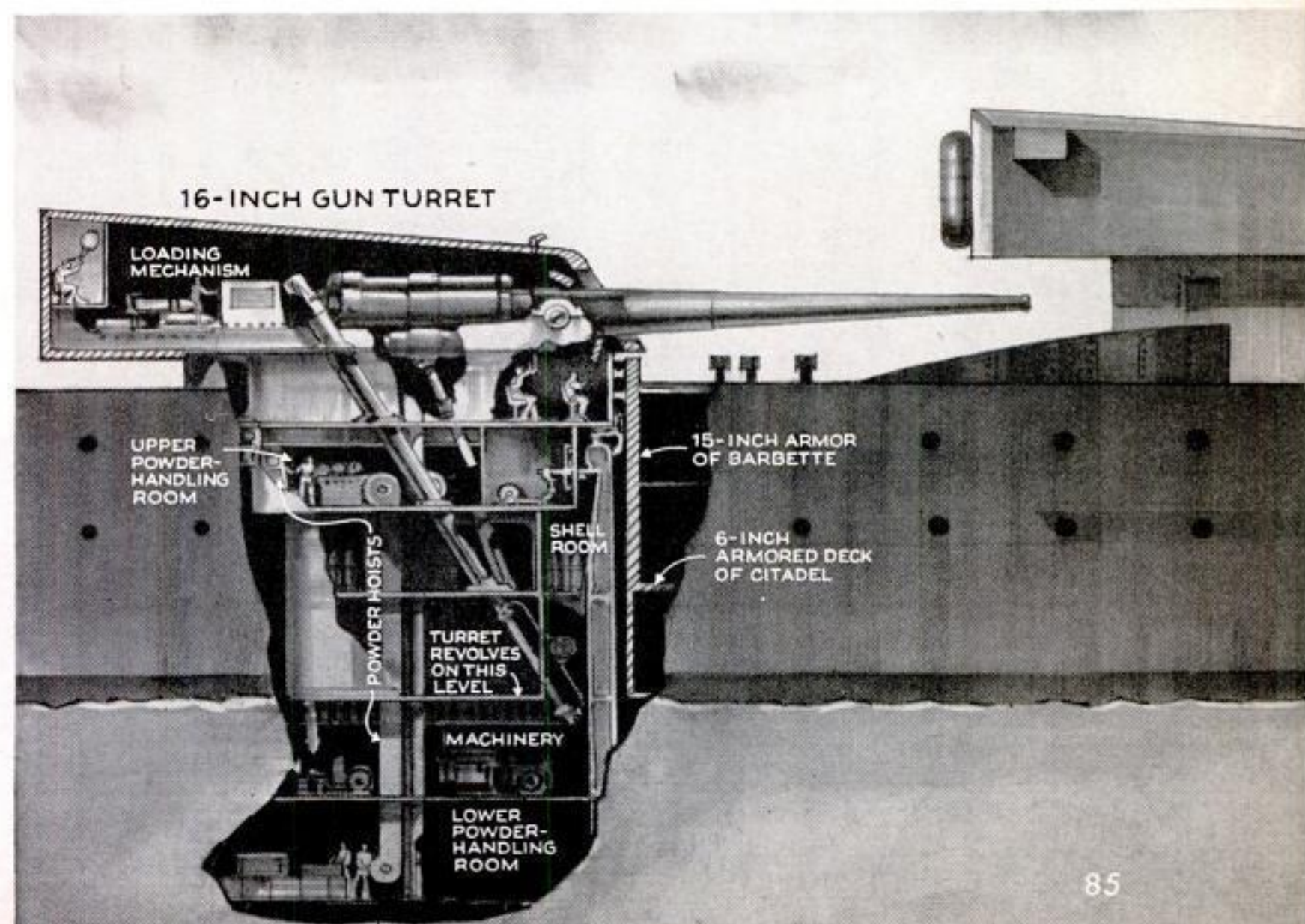
lowed by the latest French battleships, and the British are still mounting most of their big guns on the fore end. These big guns are the whole story of the battleship. Everything else on a battleship is merely built around the guns, to feed and protect and transport them.



Armor makes the battleship practically invulnerable. The box of thick steel that surrounds its vitals is shown dark above, as though in a glass ship. Notice tent of armor covering funnel uptake and mushroom-like 6-in. gun turrets aft. A battleship can fight with everything on top of the armor box blown off. A 2,000-lb. bomb cannot pierce 6-in. deck armor. One torpedo hit floods small part of compartmented hull, does not sink ship.



The eyes and brains of the ship are to spot, calculate and aim for the big guns. The commander stands in the conning tower in a little box of 13-in. steel. In the main director tower sit in ranks spotters, director crew and range-finders. The drawing shows the ship in action, its guns trained on an enemy. Below: the giant tube that is a battleship turret is diagramed. Powder is brought through port at bottom. Each turret can fire independently.



CLOSE-UP



RAEDER THE RAIDER

GERMANY'S GRAND ADMIRAL STAKES THE NAZI
FLEET AGAINST BRITISH MIGHT OFF NORWAY

by WILLIAM D. BAYLES

A large black limousine bearing the blue and gold ensign of the German Navy slid through Wilhelmstrasse and swung into the small courtyard of the Chancellery. A little man hopped out and walked briskly towards the canopied entrance, saluting as the guards came to stiff attention. Inside he met another little man in a gray coat with gilt buttons. The first little man was Grand Admiral Erich Raeder of the German Navy and he was responding to a summons of Supreme Commander Adolf Hitler.

Hitler unfolded a plan for the invasion of Scandinavia. While the Army and Air Force invested the country, the Admiral would send his fleet into the Skagerrak to hold off the British after first smashing an entrance into the fjords for troopships.

The Admiral pointed out that the two battleships, two pocket battleships, eight cruisers and 40 destroyers in the German Navy were no match for the 14 battleships and battle cruisers, six aircraft carriers, 64 cruisers and 194 destroyers of the British Fleet.

Impatient, Hitler pounded the table and shouted that the Navy must fulfill its mission. What if ships were lost? Is a ship not after all an instrument of warfare, to be used, to be sacrificed if necessary for the attainment of a goal? Germany, unlike England, was not a collector of ships but regarded them as projectiles to be hurled at the enemy when most damage could be done. The goal would be Scandinavia.

Grand Admiral Raeder agreed.

Der Tag arrived, the suicide order was given, and the minuscule German Navy steamed into the Skagerrak and North Sea to blast an entrance into the fjords and to hold off the British forces while the Nazi Army executed a Blitzkrieg maneuver in the now familiar German manner.

"As great a strategical error as that committed by Napoleon when he invaded Spain," thundered Britain's First Lord of the Admiralty Winston Churchill as he unleashed his hounds of war and sent battle cruisers and destroyers roaring out of Scapa Flow and the Firth of Forth to accept the challenge thrown down by the Nazi warlord. The whole war had taken a new turn. Expecting to win World War II with Hitler's Army and Göring's Air Force, Germans were accustomed to refer contemptuously to Raeder's Navy as "the ugly stepchild of the Government," never believing it would play more than the auxiliary role of a high-sea raider.

But Hitler thought otherwise and today the success or failure of his desperate thrust into the north depends on whether the small fleet can hold its own against the unmeasured might of British sea power, and can keep the lanes of supply open to the new Scandinavian field of battle. During a fortnight of violent fighting up and down the coast of Norway, England claimed to have accounted for one German battleship, four cruisers and three destroyers, several submarines, 20 troop and supply ships and 21 planes.

The man who was suddenly projected into the limelight by last week's naval action is a thin-lipped, taciturn officer who has spent 46 of his 64 years in uniform. Grand Admiral Raeder is the creator and commander in chief of the new German Navy. In the streets of Berlin he is called the "vest-pocket admiral" because of his 5 feet 6 inches and the swashbuckling figure he cuts in his wide-lapeled, heavily padded blue uniform with its ornate gold dagger.

Commander Raeder is essentially a desk admiral, and his job has been to beg for pocket battleships, destroyers and submarines at a time when national attention was concentrated on the Army and



On the "Lützow," Raeder (second from left) was chief of staff to Vice Admiral Franz von Hipper (center). Impressed with Raeder's skill at navigating the Kaiser's yacht, Hipper had promised to make Raeder his future

chief of staff. When *Lützow* was abandoned at Jutland, Hipper, who was proud of ship's band, spied Raeder salvaging compasses. Cried Hipper: "You can buy new compasses but you can't replace my band."



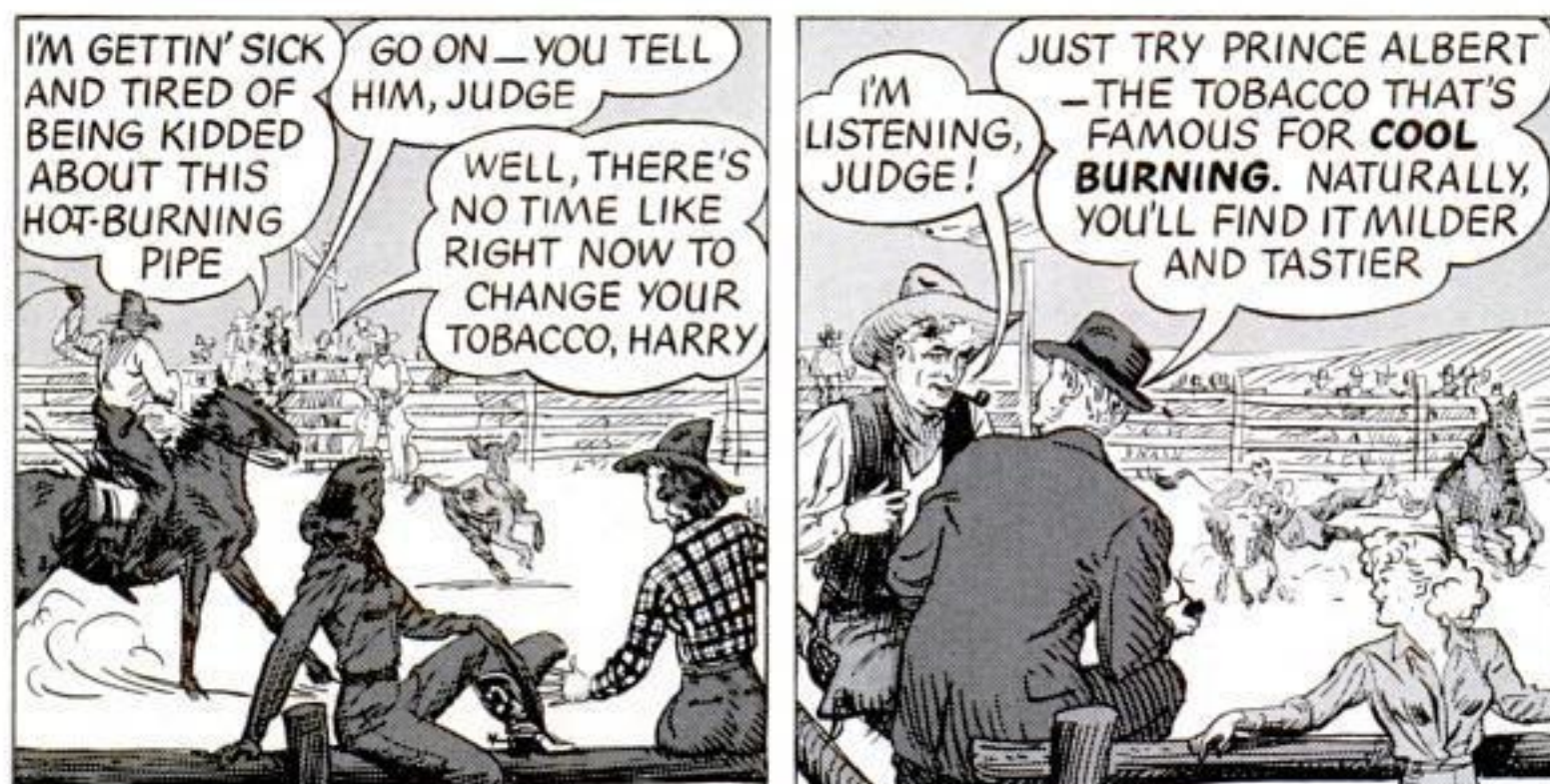
A good Nazi, Raeder, his marshal's baton before him, now keeps company with brown-shirt civilians, like Goebbels, Frick, von Ribbentrop and Hess, seated above listening to Hitler talk. Below: the German

High Command—Raeder, Navy; Brauchitsch, Army; Göring, Air Force—review troops before Hitler's chancellery. The bronze doors in the background were removed a fortnight ago to be made into guns.



CONTINUED ON NEXT PAGE

OL' JUDGE ROBBINS



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PRINCE ALBERT

THE NATIONAL JOY SMOKE



To influence mothers into urging their sons to join Germany's expanding Navy, Grand Admiral Raeder fathered the Model Construction Competition of the Naval League of German Women, whose exhibit he duly inspected before the war (above).

RAEDER THE RAIDER (continued)

Air Force. Through Hitler's personal affection for him, he managed to obtain steel for warships in the face of the greedy Göring-General Staff combination and has succeeded in convincing the Führer that the old maxim, "Any war against a sea power will be decided on the sea," still holds good. His success has cost Raeder the popular respect which is customarily accorded military leaders, because in return for his support, Hitler demanded—and got—the complete subservience of his Grand Admiral. Having lost his own freedom of expression, the ordinary German regards the military quarters as the only safeguard against the more fantastic schemes of their quixotic Führer, and Raeder's unconditional surrender disappointed not only naval circles but also the nation at large. Raeder has been regarded in some quarters as a smartly dressed, little puppet who marches in Nazi processions, speaks at political rallies and leads his subordinate officers and men in numerous demonstrations of loyalty. Last week, however, Hitler's bold adventure in Norway placed the outcome of the war and thus the whole fate of the nation squarely on his shoulders.

He is accused of smirching Navy's honor

The belief that Raeder reached his present position through blind obedience to Hitler is by no means unfounded. When the Nazis succeeded in inciting a revolution in Spain, Raeder raised no objection to sending his ships to assist in the Fascist coup. He was then accused of disgracing the tradition of the Navy by ordering his men to shell defenseless Almeria. German naval circles were outspoken in their indignation and resignations flooded the Admiralty. Since the beginning of the present conflict, he has again had to sacrifice naval honor on at least one occasion. The *Graf Spee*, run down and driven into a neutral port, was scuttled upon official orders from Hitler communicated over Raeder's signature. Captain Hans Langsdorff, the commander of the ship, was a personal friend and Wartime comrade of Raeder, who had given him his command as a personal favor. When he vindicated his honor through suicide, naval officers drank a silent toast to his memory and the Admiralty announced tersely, "The German Navy understands and honors his decision."

In return for tractability, Hitler has lavished personal honors upon his naval chief. Unable at first to make him a grand admiral, which would have given him the rank of field marshal and equality with Göring, the Führer invented the unusual title of "general-admiral" as a birthday honor in 1936, and Raeder became the one and only general-admiral in German naval history. Even as far back as 1934, Hitler, who likes only yes-men as counselors, conferred with Raeder before sending his troops into the Rhineland, leaving Blomberg, von Fritsch and even Göring out of his confidence. In 1937, Raeder became an honorary member of the Nazi Party and joined the Privy Council. By 1938, Hitler could point to a sufficient number of his accomplishments to promote him to the rank of grand admiral. His marshal's baton is only slightly less dazzling than Göring's.

Fastidious and fussy, Grand Admiral Raeder is regarded as a strict disciplinarian who has the discomfiting habit of poking about in galleys and crew's quarters of warships, and of making unexpected

CONTINUED ON PAGE 30

"I Like to be Comfortable when I Travel!"

Says
GRACIE ALLEN

"I'M JUST A DREAMER"

"I love to dream," says Miss Allen, "especially when I'm asleep. When I dream, I dream about traveling. I like to go places without being uncomfortable and there are only two ways to do it—either by dreaming or by Pullman. So, when I wake up after a wonderful night of sleep, and find myself in New York or Chicago or any place else, I know I've either been in a pleasant dream or in a Pullman—and they're both wonderful!"

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cost you'll admit is extremely moderate considering Pullman's advantages. No other form of travel offers you Pullman's comfort, spaciousness, service, safety, dependability.

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↑ Turn Out Your Light when you choose and stretch out in a real bed (with a comfortable mattress, clean sheets, warm blankets). Enjoy a night of refreshing sleep, and get up in the morning whenever you wish! You'll agree with travelers everywhere who say that Pullman is the restful way to travel.

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THEY STEP UP SMILE-APPEAL... KEEP TEETH BRIGHTER-LOOKING... BY A TWICE-DAILY BRUSHING WITH PEPSODENT

Want a "come-closer" smile? Join the landslide to Pepsodent with IRIUM. IRIUM (Purified Alkyl Sulfate) puts a *plus* in Pepsodent—gives new zip and zeal to its cleansing action. Dingy surface-stains brush away, teeth sparkle with their full *natural* brilliance. Choose either Pepsodent Tooth Paste or Pepsodent Tooth Powder. Both give you the brilliant results of IRIUM—both have been awarded the Seal of Acceptance of the Council on Dental Therapeutics of the American Dental Association, an organization of 43,000 dentists.



MISTAKEN FOR HER OWN DAUGHTER:

• Because her flashing smile brings back the gay, laughing girl of 20 years before. Pepsodent with IRIUM helps remove dingy surface-stains, puts sunshine in your smile.



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As Mussolini's guest Raeder attended the great Italian naval review off Naples in 1938 on board the flagship *Cavour*. Last June, at Friedrichshafen, he formulated joint war plans with Admiral Domenico Cavagnari, chief of staff of the Italian Navy.

RAEDER THE RAIDER (continued)

visits to outlying bases to check up on the tidiness of uniforms and condition of the flower boxes in the barracks windows. On one occasion he arrived in Wilhelmshaven just as a submarine was putting into port following a cruise of six weeks. When the crew climbed out through the hatches, their complexions were the color of dead fish and their beards were long and soaked with oil. They were sick from breathing oil fumes and their hands and faces were encrusted with dirt. Admiral Raeder conducted a perfunctory inspection of men and submarine, berated them for slovenliness and departed with the comment, "A disorderly house reflects incapability."

He frowns on rouge, short skirts, bobbed hair

A man of abstemious habits, he has imposed blue laws on the Navy. Officers and sailors are not allowed to visit saloons and bars in uniform, this injunction in itself spoiling half the anticipation of homecoming. They may not drink alcohol before going on duty and breath-smelling has been introduced as a means of checking up. One of his regulations forbids smoking on an empty stomach. He believes this is detrimental to the health. And when in uniform, naval men may not smoke on the street or in public conveyances such as trams or trains. In women, he shares with many Germans a distaste for bobbed hair, rouge, short skirts, lacquered fingernails or smoking, and insists that young officers impress these "don'ts" on their wives. He once took offense when the daughter of a foreign military attaché appeared at an official reception in the first pair of backless slippers to be seen in German Government circles. He insists upon strict celibacy among young midshipmen at the Naval Academy. On the rare occasions that they receive permission to attend a weekend dance in the neighboring town, they must return before 10 o'clock.

Even less popular than his blue law is his order stating that old Navy men who served in the last War but have again been pressed into service may no longer be known as "reserve" officers but as "ersatz" (substitute) officers. Knowing the unpleasant connotations aroused in Germanic minds by this word, officers who did their duty in one war and are now fighting another do not enjoy being referred to as "ersatz."

In Berlin, Admiral Raeder lives quietly in an unpretentious Charlottenburg villa, strolls through residential streets on Sunday mornings accompanied by his dachshund and slips unobserved into the Philharmonic Hall when his friend Wilhelm Furtwängler is conducting Beethoven or Brahms. He is an avid yachtsman and spends several weeks each summer at Kiel when the weather is best for sailing. Football is his favorite land sport and he seldom misses an important match when he is in Berlin. He goes in mufti and sits unnoticed among the spectators so that he can cheer and whistle without attracting attention.

Although he displays an autographed photograph of Admiral Jellicoe in his home and speaks fluent English, he shares his Führer's dislike of that race, contending on every possible occasion that the fiction of British naval supremacy must be dislodged from the minds of smaller nations through a resounding defeat administered by a coalition of the powers that have been molested throughout the ages by British sea piracy. The molested powers he refers

to are Germany and Italy. He would also like to convince the world that the traditional British chivalry in warfare is a myth unsubstantiated by facts. His two-volume historical work on the last war, *Cruiser Warfare in Foreign Waters*, bristled with accusations of British savagery and unfair tactics. "May this work," he writes in his dedication, "provide a memorial to the chivalrous warfaring methods of the German officers and men in contrast to the many unchivalrous acts of British officers, who refused aid to sinking ships and fired on defenseless seamen."

Germany's first grand admiral since von Tirpitz does not come of a naval family. He was born in Wandsbek, Silesia, in 1876, the son of a minor Government official. Entering the Navy in 1894, he was at first overlooked because of his small stature and placed on the editorial staff of the German naval journal *Marine Rundschau*. His break came in 1910 when he was assigned to the safe post of navigating officer on the imperial yacht *Hohenzollern*. There he met a brusque Bavarian officer, Franz Hipper, who was impressed with the meticulous care with which Raeder charted his course and told him jokingly: "When I become admiral, I'll make you my chief of staff."

Baptism of fire arrives at Jutland

Six years later Hipper was vice admiral in command of the German scouting fleet and Raeder was his chief of staff when on May 31, 1916, the flagship *Lützow* with Hipper on the bridge and Raeder in the navigation room joined in the firing that began the great battle of Jutland. In firing upon the British force of battle cruisers and light cruisers under Admiral Sir David Beatty, Hipper did not know that the British Grand Fleet with 24 battleships, three battle cruisers, 20 cruisers and 52 destroyers under Admiral Sir John Jellicoe was just 52 miles to the northwest. Nor did Beatty know that just 47 miles to the southeast Admiral Reinhard Scheer was approaching with the German High Seas Fleet of 22 battleships, six cruisers and 31 destroyers.

In a single overcast afternoon all hell broke loose in the Skagerrak and when dawn broke the next day, 14 British ships had gone to the bottom carrying 6,097 seamen to their deaths, while Germany had lost eleven ships and 2,551 men. Three-fourths of the British loss of life and tonnage was caused by the blowing up of three large ships because through some tragic lack of armor their magazines were vulnerable and exploded during the engagement. The flagship *Lützow* was literally battered to pieces by British shells so that Hipper and Raeder were compelled to abandon it and transfer by destroyer to the battle cruiser *Moltke* with dropping shells throwing up geysers of water all around them. This was Raeder's real baptism of fire.

The Battle of Jutland signified the end of German surface naval activity on a grand scale and the English were left undisputed masters of the North Sea. Discontent grew among the crews of the bottled-up battleships while the leaders, including Captain Raeder, argued in Berlin over the advisability of starting a replacement program that would bring the High Seas Fleet up to scratch. November 1918 brought all discussion to an end, and sadly deluded sailors, who actually had believed that the long series of brilliant successes announced to them at sea and in the home ports preceded certain victory, were ordered to sail the fleet to Scapa Flow for surrendering to the victorious Allies. On June 21, 1919, German officers carried out the greatest scuttling act the world has ever experienced, sending 74 ships of the German High Seas Fleet to the bottom because they feared that the English intended to confiscate them. This, followed by Versailles, left the defeated German nation without even the foundation of a post-War Navy.

The history of Germany's Navy had been short and glorious. It had been a single mighty effort centered around one man, Kaiser Wilhelm II. It was he, the grandson of Queen Victoria, who made Germany navy-conscious. In his envy of the British Empire, Wilhelm was determined to turn his landlubber nation into a maritime power. With Hohenzollern persistency, he finally gained appropriations for warships and for a naval training school. His admiral was Alfred von Tirpitz, Germany's first and greatest naval figure. With the support of the Kaiser, Tirpitz succeeded in forcing his naval-construction program through the Reichstag and at the beginning of the 20th Century, Germany made its first real attempt to create a navy.

A convenient coincidence favored Germany. The moment at which it became rich and powerful enough to think of challenging England on the high seas was also the moment at which the development of the dreadnought rendered most previous naval armaments obsolete. Had the German program not been nipped in the bud, it would have wasted money on junk. Had it started later, it would

CONTINUED ON NEXT PAGE



Miss Beatrice Straight is a granddaughter of the late William C. Whitney, famous financier and diplomat. At the family's 14th-century castle, Dartington Hall, in Devonshire, England, was originated the drama group which is her consuming interest. (Right) Warmly received by members of the American Ballet.



"PERFECT FOR MY SKIN"

QUESTION TO MISS STRAIGHT:

Miss Straight, is the English complexion really as radiant and lovely as we hear that it is?

ANSWER: "Yes—a good English complexion is lovely . . . just as lovely as a good American complexion! I think the charm of a girl's skin depends more on the care she gives it than where she lives. So whether I'm in England, America or in a far corner of the world—I always use Pond's 2 Creams. They're perfect for my skin."

QUESTION: Your complexion shows that, Miss Straight—but just how do you use your Pond's Creams?

ANSWER: "Every night, every morning and always before make-up, I cleanse my face with Pond's Cold Cream. These regular cleansings help keep my skin soft and supple, too. To smooth my skin for subtle, flattering make-up, I use Pond's Vanishing Cream. I adore Pond's Vanishing Cream—it's not a bit greasy . . . and so fragrant and fluffy!"

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THE VERY SAME WAY**

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KINDERGARTEN**



Miss Betty Allen recently got a job teaching in an experimental school at New City, N. Y. Her work with her 9 tiny pupils consists of music, outdoor play, painting, modeling and dancing. (Right) Spare-time "interests" include tennis.



"SMOOTHS IN A MINUTE"

QUESTION TO MISS ALLEN:

Doesn't managing a lively group of youngsters keep a young teacher right up on her toes, Miss Allen?

ANSWER: "It surely does—and in more ways than one! My classroom 'public' is very observing and brutally frank. That's one reason why I'm so particular about my complexion. I use both Pond's Creams every day. No matter how busy I am—or how tired—I always cleanse and soften my skin with Pond's Cold Cream at least twice a day."

QUESTION: What do you do when sun and wind roughen and chap your skin?

ANSWER: "That's easy! Little roughnesses are smoothed away in a minute with Pond's Vanishing Cream. Just a light film of it and presto! My skin feels marvelous and has the ideal base for soft, faithful make-up."



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RAEDER THE RAIDER (continued)

have been hopelessly handicapped by England's head start. By 1906, Germany was able to start from scratch with its chief rival in the construction of the large battleships that were to form the nucleus of both fleets.

Germany had no Drakes or Nelsons for inspiration, nor did its naval history range down through centuries studded with glorious exploits and victories. Except for the period of the Hanseatic League when the northern coastal cities had united to extend and protect sea commerce, Germany had never played a role in naval history. When the battle of Trafalgar was fought in 1805, there was no united Germany, and in 1850 the only navy of a German state, Prussia, comprised 29 officers and 378 sailors who sailed two frigates and two steam gunboats.

Germany's early attempts at a Navy

The first German naval engagement was a picayune affair that occurred in 1856 when Prince Adalbert of Prussia sailed to the Mediterranean in search of adventure and decided to punish the Moroccans at Cape Tres Forcas for having intercepted and plundered a German trading vessel some years before. After shelling the Moorish fortress from the sea, he attempted to storm it and was repulsed with seven dead and 22 wounded. Even at the time of Bismarck, the German Navy numbered only eight frigates, six schooners, seven armored monitors and 20 tiny cruisers.

Once the idea of a Navy had taken hold, Germany made rapid progress. Borrowing ideas and models liberally from England, she soon overtook every country except England in naval construction and in 1914 she stood second in the tonnage list with 38 line ships to 69 for Great Britain. For Germany it was an uphill struggle, the entrance into a new and untried field, a period when uncertainty was often hidden behind a blustering, arrogant front. For England it was the continuation of a glorious tradition never darkened by a serious defeat. It was the time when Britons sang *Rule Britannia*, *Britannia Rule The Waves*; when small boys shouted in the London streets, "We have the men, we have the ships, we have the money too;" when England in supreme confidence named her new men-of-war *Indefatigable*, *Invincible*, *Indomitable* and *Conqueror*. Then came the War, Jutland and Scapa Flow.

When Raeder became commander in chief of the Navy in 1928, having in the meantime been promoted to the rank of vice admiral, his post was more a title than a job. To speak of a German Navy was an exaggeration. The Versailles Treaty had reduced the Navy to 15,000 men and a few old, barnacle-encrusted vessels too antiquated and slow to excite fear in Allied breasts. During the ensuing ten years, poverty, disruption and general lethargy had prevented even the formulation of a substantial naval-construction program. Consequently, Admiral Raeder found himself commanding three new cruisers, twelve torpedo boats and a number of old hulks good only for scrap iron. Submarines were strictly forbidden and definite limitations were placed on the size and caliber of new ships. Nevertheless, Raeder did succeed in building 200 assorted war vessels, and this achievement in view of the hideous disadvantages imposed by Germany's internal conditions was what most of all enabled him to win Hitler's confidence in the first place.

Knowing that the construction of battleships required five years apiece and more material than Germany could conveniently provide, Commander Raeder accepted the impossibility of overtaking Great Britain in naval tonnage and adopted the policy of the weaker



The "Schlesien," 1906 German warship, is now used for training cruises. In the past few years, young German boys have rushed to join the Navy in order to "see the world."



Mürwik, Germany's Annapolis, graduated Raeder in 1905 and he

power, namely submarine warfare and high-sea raiding. "Surface vessels alone," he declared in his first public address as commander in chief, "will not influence the outcome of any future European war." "Raiding" became his watchword and his policy. Four years before Germany was free to construct a single submarine, he boldly announced that any future attempt by England to blockade Germany would be met with unrestricted submarine warfare.

His first addition to the German fleet was the pocket battleship *Deutschland*, plans for which were submitted to him at the time he became commander. It was commissioned in 1933, to be followed by two more ships of the same type, the *Graf Spee* and *Admiral Scheer*. Limited in size to the 10,000 tons' displacement decreed by the Treaty and armed with 11-in. guns, it was apparently superior to the 10,000-ton cruisers with 8-in. guns built under the Washington Agreement, and with its extensive cruising range, it was practically independent of refueling bases in its movements over the high seas. An entirely new type of warship, it immediately excited the admiration and concern of the world. To Admiral Raeder and the German Navy, it represented the ideal type of high-sea raider. In his own words: "It could outrun anything that could defeat it and defeat anything that could overtake it."

History proves Raeder right, Hitler wrong

Germany's resignation from the Disarmament Conference, which had accomplished only the disarmament of Germany, Hitler's accession to power and the Anglo-German Naval Agreement followed in quick succession, opening up the field for the fulfillment of the Raeder policy of preparing a weapon of attack against British shipping. In his perception of the value, not yet completely disproved, of the pocket battleship, Raeder showed his originality and good sense as a practical sea dog. The Anglo-German Agreement proved his ability as a naval diplomat. It was Raeder who secured the exception of submarines and naval planes from the tonnage quotas. The establishment of German naval tonnage at 35% of the British allowed unlimited scope within which to build. Germany could not even attain 25% of the British tonnage but by concentrating on selected weapons, she would be able to give the British Admiralty food for thought.

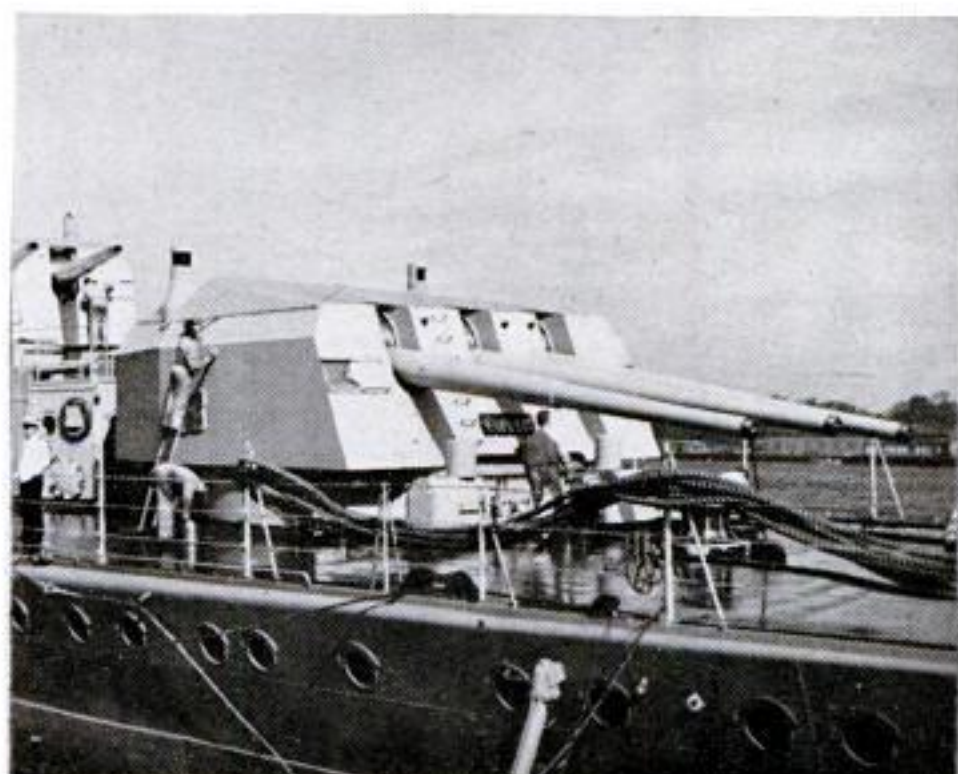
Raeder's original plans were to ignore battleships and airplane carriers, and to construct an imposing fleet of fast cruisers and submarines. But here he reckoned without Hitler, who began to clamor for big ships and long guns. As a result, the *Scharnhorst* and *Gneisenau*, two 26,000-ton battleships, were placed on the stocks, these to be followed by the *Bismarck* and *Tirpitz*, belonging to the 35,000-ton class. Two airplane carriers were also laid down to gratify a Hitler whim. Here Admiral Raeder compromised a point and devised a heavily armed and armored aircraft carrier that could carry on as a raider even if deprived of its bombing and scouting planes. This enabled Göring to proclaim, at the launching of the first, that Germany was now in the position to operate "on blue water." The events of World War II have thus far proved that Raeder was right and Hitler wrong. The two 26,000-ton battleships may or may not be a match for the heavier British vessels, and the *Bismarck* and *Tirpitz* are not completed. Meanwhile, with the scuttling of the *Graf Spee*, German high-sea raiding, which might have continued if Germany had had more ships of the same sort, has ceased.

In carrying out his plans for developing Germany's submarine fleet, the naval weapon which accounted for more than ten mil-

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claims to have celebrated Christmas there ever since.



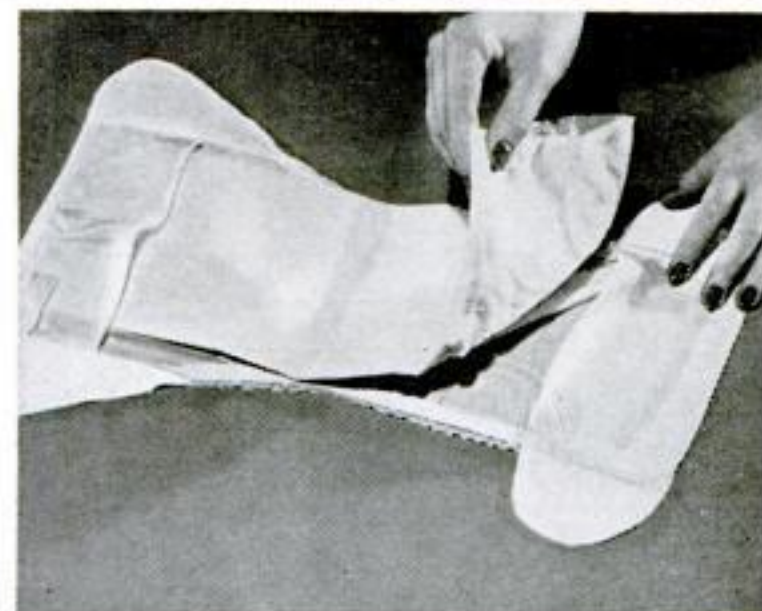
Turrets on Nazi warships are given commemorative names of battles and heroes. Nürnberg's (above) are named Coronel and Falkland, a German victory and a defeat in last War.

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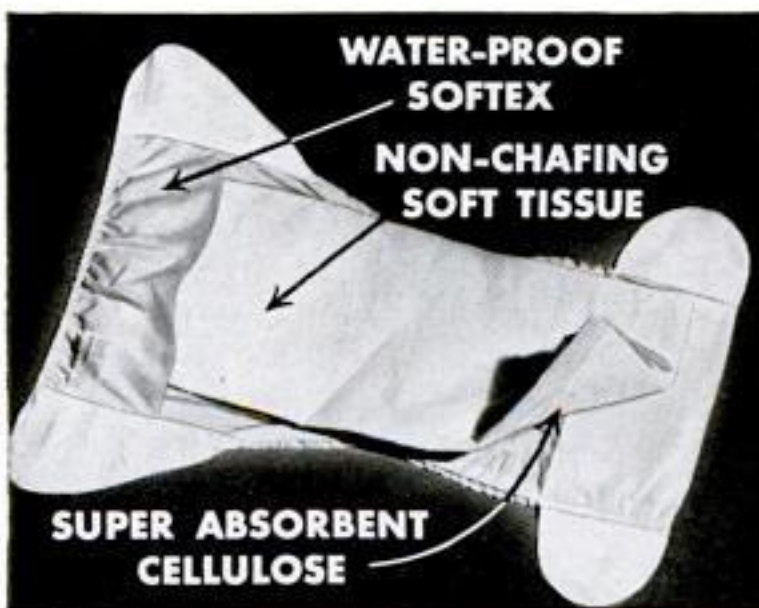
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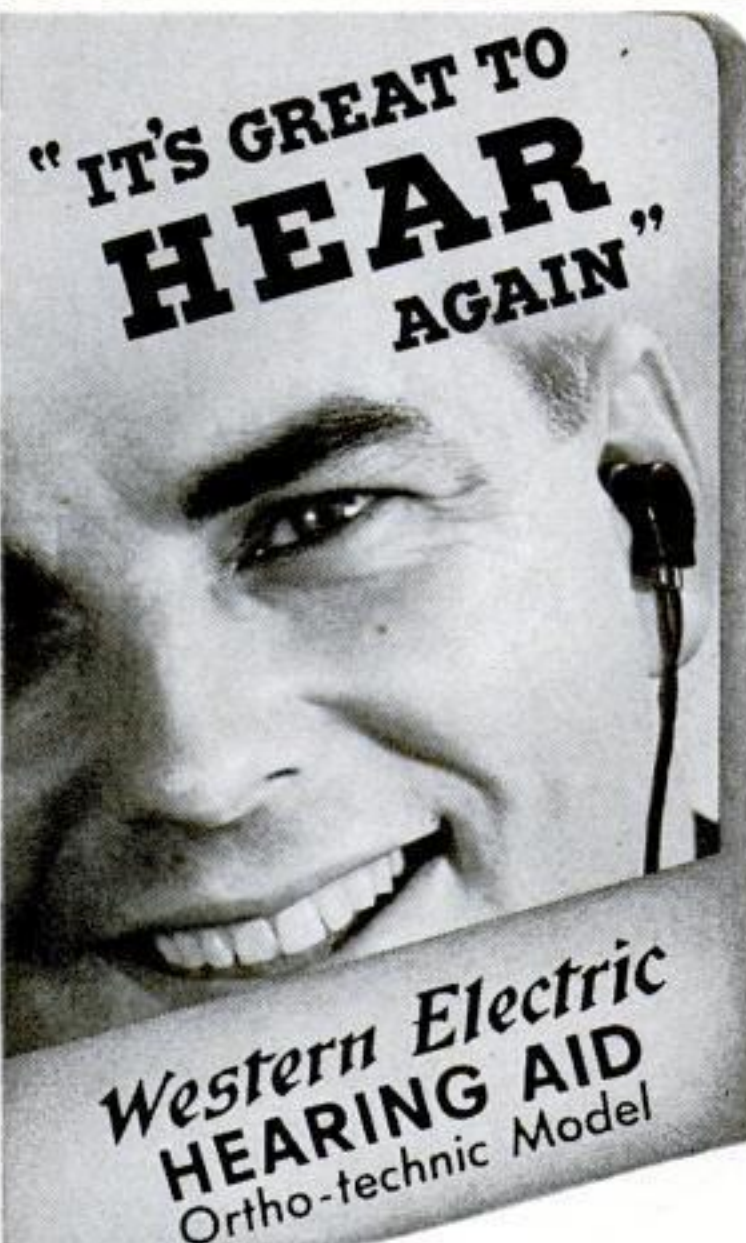
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RAEDER THE RAIDER (continued)

lion tons of British shipping in the last War, Admiral Raeder has been free of interference. By the end of the last War, 383 submarines had been placed in service, of which 178 were sunk. At the beginning of the present conflict, he could muster seven submarine flotillas containing a total of about 60 boats, while 28 more were under construction. Considering, however, that at the end of the Great War, Germany had about 226 submarines under construction and that a small submarine can be turned out in about three months, it is clear that the Admiral is increasing his underwater fleet much faster than the Allies are sinking it.

In addition to his ships, Admiral Raeder was obliged to find men to man them. The debacle of the war, followed by long years of inactivity and indifference, had led most Germans to forget the Navy. And due to the lack of ships, the force was not maintained even at the number allowed by Versailles. It was not until compulsory military training was reintroduced in 1934 that complete crews could be placed on the ships.

As the Navy slowly grew and new cruisers and pocket battleships were commissioned, interest again awakened. The first foreign cruises of the *Emden* and *Deutschland* were historical events both in Germany and abroad, and foreign nations were glad to welcome the young midshipmen with their studied courtesy and their desire to make a good impression and be liked. The tales brought back home by the first to go abroad interested others, and in their intense longing to travel and see the world, young Germans soon came to look upon the Navy as their only hope. The rush to enlist began and the Navy was soon able to select its prospective officers from among the best stock in the country. Jealously guarded naval traditions were revived and Germans again began to speak of the "Honor of the fleet."

The center of German naval tradition and training is the Mürwik Academy in Schleswig-Holstein—the German Annapolis. To be accepted for study there, a young German must have completed his *Gymnasium* course and have spent six months in the Labor Service. His qualifications and background are carefully studied, and if they are found to be in order, he is invited to the Academy for a personal interview and physical examination. The course of training covers three years. The first five months are devoted to intensive military training, after which the young midshipman spends four months on one of the two naval training ships learning practical navigation and the rudiments of seamanship. This is followed by the most attractive part of the entire course, the coveted eight-month trip around the world on a warship. Returning, the midshipman spends nine months at the Academy for classroom study. Emphasis is placed on geography and languages, particularly English, which is the official foreign language of the German Navy.

The first major test ever faced by a German Navy ended in disaster. Grand Admiral Raeder, a survivor of that grim period, is at the helm as a new German fleet moves up to the line for the second test. With reports arriving to announce the sinking of his prized cruisers and destroyers, he may recall the words of his Supreme Commander, "Warships are built to be sunk. When a gunner fires a torpedo, he does not expect to get it back." He may also remember the slogan of the Imperial German Fleet, "For God and the Navy, nothing is impossible." On the other hand, he may reflect upon the verdict of two famous Germans—Grand Admiral von Tirpitz, who declared: "The German people have never understood the sea—in their hour of destiny they failed to use their Navy properly;" and Kaiser Wilhelm II who, in a moment of exasperation, said to George V: "Germans are landlubbers. They are afraid of water."



"Germans are landlubbers," the Kaiser admitted to George V of England in a moment of exasperation. Shown here, some 28 years later, is a marine detachment of Hitler Youth learning to row a lifeboat on land by the placid Havel River near Potsdam.



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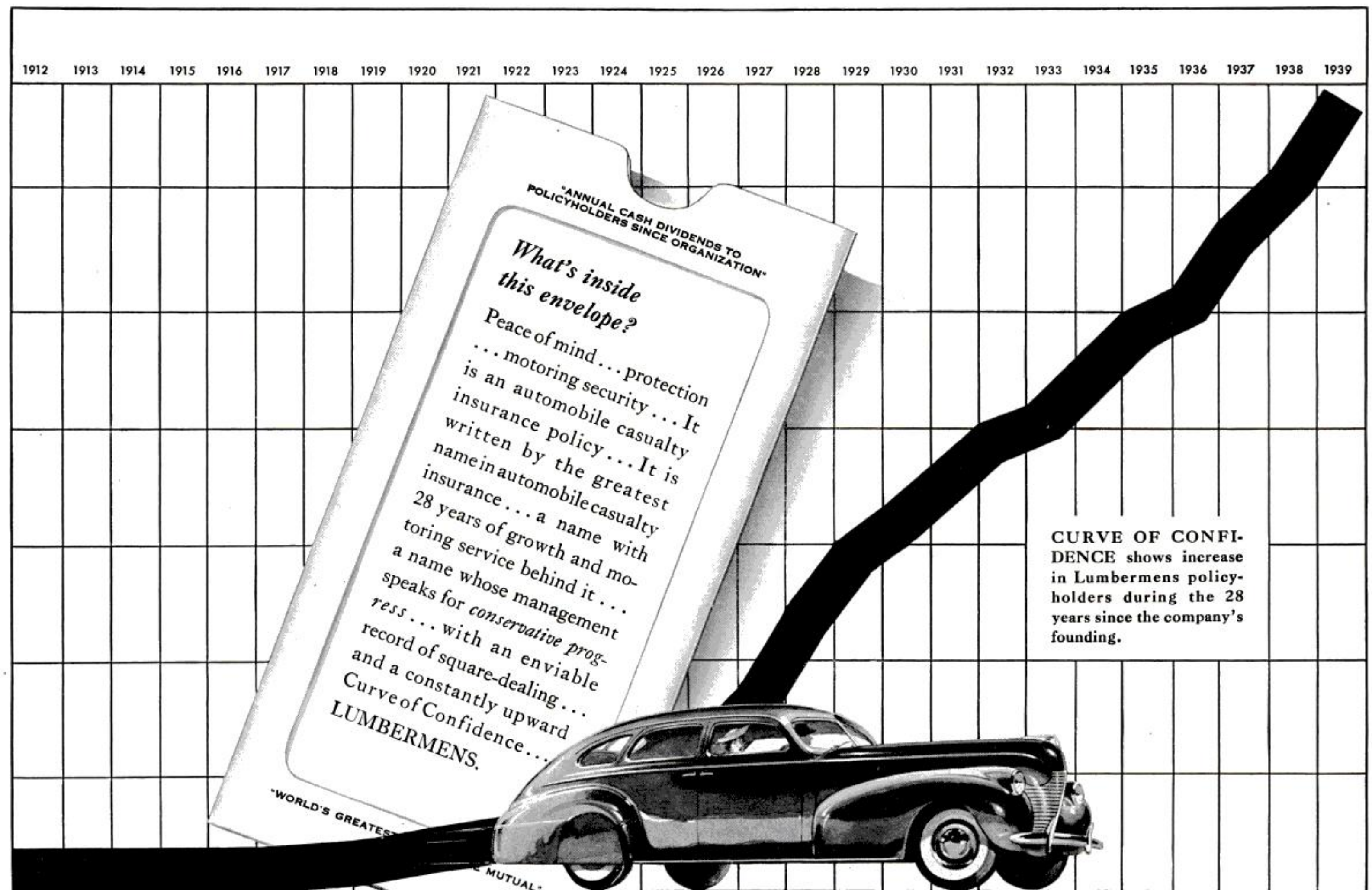
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I HATE HOUSEWORK! I think it's silly to kill yourself over the washing when you can own a Bendix Home Laundry for less than the price of most washing machines! Believe me, if a machine can wash, rinse and damp-dry *by itself*, I'm all for it! My Bendix is a life-saver!



I WORRIED ABOUT THE CHILDREN catching their hands or hair in my old washing machine. When I heard about the Bendix Home Laundry I bought one right away. It's all-enclosed and safe... a great relief to me. There's no danger of wash-day accidents with a Bendix in the house.



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YOU, too, can enjoy the great time-, labor- and money-saving advantages of Bendix for only \$99.50*! This amazing **SUCCESSOR** to the washing machine costs less to operate, uses less soap and bluing, no more electricity. And gets clothes cleaner... removes more harmful germs than other home laundering methods. Ask your dealer for a **FREE HOME TRIAL** today or mail coupon below.

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FREE HOME TRIAL... I would like to have a **FREE TRIAL** of the Bendix Home Laundry in my home. I understand that this places me under no obligation. Will you please see that this is arranged? Thank you.

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TRADE IN your old washer... it may be worth more than enough to cover the down payment. Bendix can be purchased on easy monthly terms.

* Model U, \$99.50. (Same oversized capacity as the De Luxe Model.) Slightly higher in Southwest and west of Rockies. Small installation charge.



THYSSEN LUNCHES WITH WIFE AT LOCARNO HOTEL, SWITZERLAND

FRITZ THYSSEN'S LETTERS

(continued from page 14)

of your wishes, and of those of Mr. Hitler, Mr. Hess and others—for which there exists ample proof—I have never discussed with you or with anyone else any wishes of an economic nature concerning myself. I addressed myself to you only three times—alas, much too seldom—namely:

1) I protested to you when Mr. Weitzel, the Police Chief of Düsseldorf, whom you promoted to the rank of State Councilor, distributed a more than vulgar pamphlet against the Catholic Church. I was always a good Catholic and I shall always keep allegiance to my faith, and now even more so than ever before. My protest against that outrage had no effect.

2) I protested to you when on Nov. 9, 1938, the Jews were robbed and tortured in the most cowardly and brutal manner, and when the Government Chief of Düsseldorf, whom you had installed yourself, was almost killed and driven away. There again was no response! As a sign of my protest, I resigned at that time my position as State Councilor. I asked the Prussian Minister of Finance to stop my State Councilor salary. There was no answer from you! The payments, however, which were made in disregard of my request, are deposited in a blocked account with the Thyssen Bank, awaiting your pleasure.

3) I protested to you when the greatest misfortune happened and Germany was once more plunged into a war, without the consent of Parliament or of the State Council. I declare as clearly and firmly as possible that I am against this policy, and that I always shall be against it, even at the risk of being branded as a traitor. In view of the fact that in 1923, though alone and defenseless and not shielded by armaments costing 90 billions, I organized the Passive Resistance on territory occupied by the enemy, and thus saved the Rhineland and the Ruhr, such accusation is absurd.

I can but address the urgent appeal to you and to the Führer to cease pursuing a policy which at best will drive Germany into the arms of Communism, or otherwise will mean the *finis germaniae*. Please try to find out quietly the terms on which it still might be possible to prevent a catastrophe. It will be necessary, though, that Germany returns to constitutional methods, so that contracts and agreements, law and justice, will once more regain their meaning.

In closing I wish to express my regret that I have to write to you from abroad in order to be able to express openly my opinions. You will understand, however, that it would be sheer idiocy on my part to do otherwise, in view of the events of 1934, showing how political opponents—to which I too now belong—were treated. That these methods have not changed is proven, deplorably enough, by the case of Mr. von Remnitz who, as stated in the enclosure to my letter of Sept. 22, died, in true Dachau manner, allegedly without any visible cause. Novel is the fact that Mr. von Ribbentrop did not shrink from taking possession of the dead man's property.

Accept the expression of my high esteem.

FRITZ THYSSEN, M.d.R.

The only reply to this letter was the following circular, sent to every Bank in Germany but not allowed to be mentioned in the press.

"By virtue of a letter addressed to me by the Secret State Police, State Police District Berlin, dated Oct. 13, I give notice to our members for their

attention, of the following Decree issued by the State Police District Düsseldorf:

In compliance with an order given by Field Marshal General Göring to Mr. Terboven, District Leader, President in Chief and Commissioner of the Reich's Defense, Defense Unit 4, the total property of Fritz Thyssen, Dr. jur. hon. c., Mülheim-Ruhr, Speldorf, is confiscated by the State Police according to section I of the Law concerning the Secret State Police. It is Mr. Terboven, Commissioner of the Reich's Defense, District Leader and President in Chief, appointed Trustee by Field Marshal General Göring, who is exclusively authorized to dispose of the property.

As it was not possible to accurately establish the extent of the property of Fritz Thyssen, Dr. jur. h. c., or of his wife, I request that all banks be instructed by a confidential circular letter to report without delay and within five days to the State Police at Düsseldorf, attention of Dr. Haselbacher, Government Chief Counsel, or his substitute in the Office, all accounts, deposits and safe deposits carried by them in the names of either Fritz Thyssen, Dr. jur. hon. c., or of his wife, Amelie Thyssen, nee zur Helle, born in Mülheim-Rhein on Dec. 9, 1877.

Heil Hitler!

The Director of the Economy Group of Private Banking. Central Union of German Banking Firms and Bankers.

REINHART

Director of the Commerz and Privatbank Berlin."

Mr. Terboven, Commissioner of the Reich's Defense, District Leader and President in Chief, conferred his trusteeship upon Baron Kurt von Schröder, proprietor of the banking firm of J. H. Stein, Cologne, who accepted the appointment.

The crime of which Fritz Thyssen is accused (it does not appear of which crime Mrs. Thyssen is accused) cannot have been very grave, because on Oct. 1, 1939, he made the following entry in his files:

"When on Sept. 26, 1939, Dr. A. Vögler, Dortmund, delivered to me Gauleiter Terboven's written declaration (mentioned in the letter to Göring of Oct. 1, 1939), Mr. Vögler added verbally that on my return I should take along all the certified copies in my possession of my memorandum dated Sept. 22, 1939, and that they then would be destroyed together with the original.

"This would have meant in fact, that I would have sacrificed my political creed in exchange for the benefit of personal and financial security. I refused to do so and, instead, sent the letter of Oct. 1, 1939, to Göring whereupon the confiscation of my entire property was decreed."

Subsequently a notice appeared in the "Reichsanzeiger," which again was not to be published in the press, and which is quoted in the following letter of Fritz Thyssen to Adolf Hitler:

Dr. Fritz Thyssen, Member of the Reichstag, Mülheim-Ruhr, Speldorf

Lucerne, Dec. 28, 1939

Mr. Adolf Hitler, Chancellor of the German Reich, Berlin

Mr. Chancellor of the Reich!

In the German Reichsanzeiger Nr.293 of Dec. 13, 1939, I read the following notice:

In view of the Law of May 26, 1933, concerning the confiscation of Communist property (sic) (Legislation of the Reich, Issue 1, page 293), in conjunction with section 1 of the Decree of

JERIS
HAIR TONIC ★ SHAMPOO

1¢ MORE BUYS BOTH PRODUCTS ONLY 5¢

FOR THIS REGULAR 85¢ VALUE

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ANTISEPTIC HAIR TONIC ★ MANGE SARCOPTIC SHAMPOO

Here's where a penny goes a long, long way! Buy a bottle of Jeris Hair Tonic, at the regular 50c price—and get a 35c bottle of Jeris Shampoo, for only ONE CENT MORE! This extraordinary opportunity to stock up on these two effective hair preparations is for a limited time only . . .

Take advantage of it, TODAY!

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SHAVE THE NEW PAINLESS WAY

BARBERS KNOW WHAT'S GOOD—A BIT OF NOXZEMA BEFORE LATHERING

Famous medicated cream softens beard—soothes sensitive skin

• If you have a tough beard and a tender skin, try the trick used by scores of barbers. Just apply a little medicated Noxzema before lathering—or use it alone as a latherless shave. See how Noxzema soothes and protects sensitive skin . . . no razor pull—no drag—no smarting after-shave irritation! And notice how cool and comfortable your skin feels.

Start shaving the new Noxzema way today. For a limited time you can get a generous 25¢ trial jar of Noxzema for only 19¢ at any drug or department store.

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May 31, 1933 (law No. 39), and the law of July 14, 1933, regarding the seizure of property of individuals hostile to the People and the State (Legislation, Issue 1, p. 479) the entire movable property of Dr. Fritz Thyssen, formerly of Mülheim, Ruhr, at present abroad, and also the real estate owned by him, is confiscated in favor of the Prussian State, with the effect that in making this decree publicly known by inserting it in the German Reichsanzeiger and in the Prussian Staatsanzeiger, the property indicated above passes into the ownership of the Prussian State.

No appeal against this decree is legally admissible.

Düsseldorf, Dec. 11, 1939

The Government President, Reeder.

Any justification of this measure is lacking. I state herewith that no court or administrative procedure whatsoever has been instituted against me. To this day I have never received any communication from the Government of the German Reich; except the statement which Dr. A. Vögler, by order of the District Leader of Essen, handed over to me. In that statement I was asked to withdraw a political memorandum which I had filed as a member of the Reichstag, and to destroy all copies of it. I was promised personal and economic security, if I complied. I declined this "peace offer," because being a member of the Reichstag, my political creed was not for sale. Moreover, I have never been called upon to account in any way for my personal or political attitude. Your Ministry of Propaganda even denied that any action against me was pending. The confiscation of my property as promulgated in the *Reichsanzeiger* is an undisguised and brutal violation of law, a measure contrary to the Constitution, to Law and to Rights. I protest most vigorously against this measure and declare the Reich as well as all persons aiding in this confiscation now or in the future, among them particularly, Baron von Schröder, Cologne, the appointed Trustee, as personally responsible to me. The time will come when my rights will be unrestrictedly respected. I especially warn against any interference with my wife's property, or that of my children, the Count and Countess Zichy. I protest most vigorously against any violation of the estate of my father, August Thyssen, to whom Germany owes a good deal of the greatness of her industry.

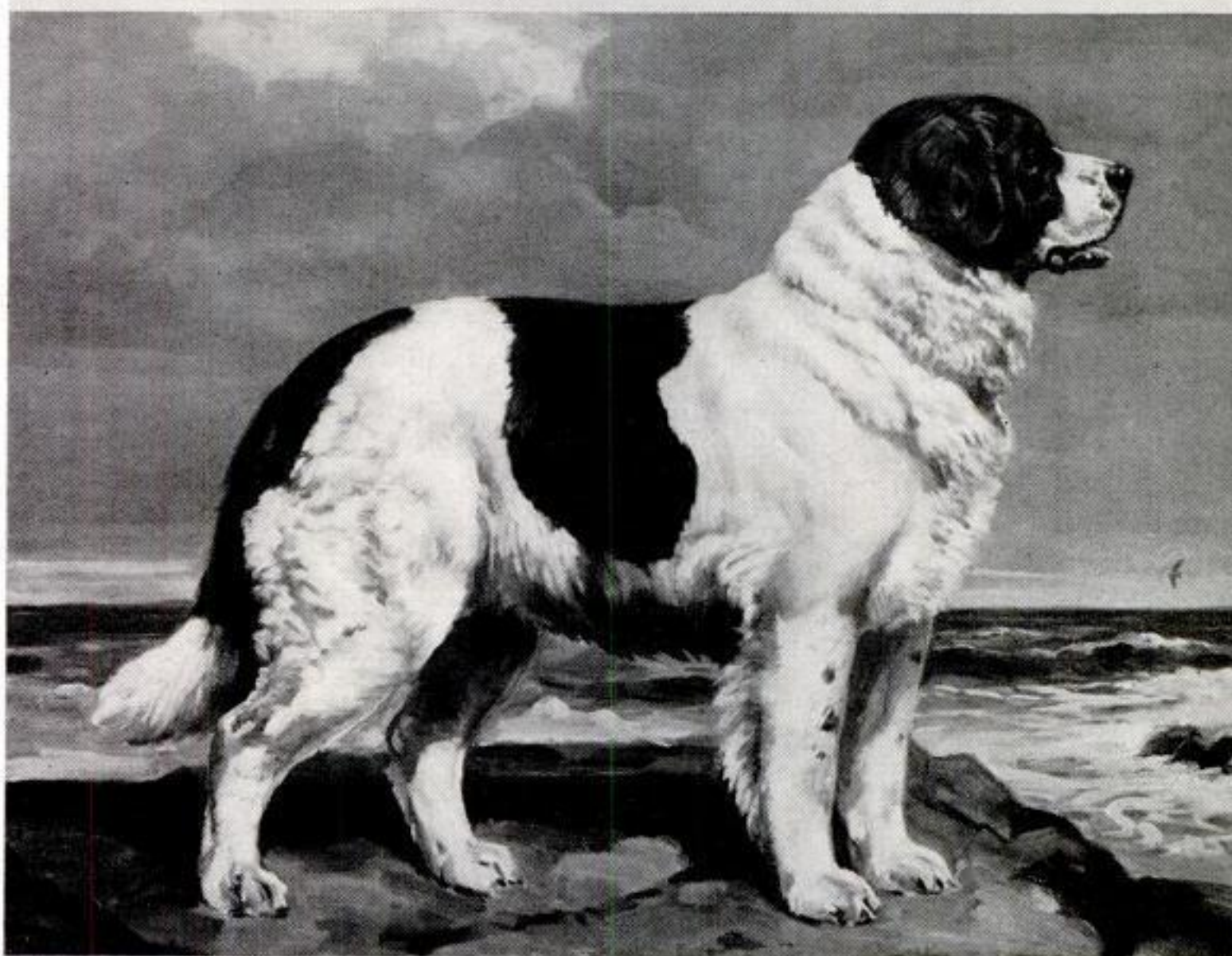
My conscience is clear. I feel free of any guilt. My sole error was that I believed in you, Adolf Hitler, the Führer, and in the movement you led. I believed with all the ardor of one passionately German. Since 1923 I have made the heaviest sacrifices for the National Socialist movement. I solicited membership for the Party and fought for it, without ever wishing or asking anything for myself. I was always inspired by the hope that our endeavors would rescue our unfortunate German people. When the National Socialist Party came into power, the initial developments seemed to justify my belief, at least as long as Mr. von Papen was still Vice Chancellor. The same Mr. von Papen to whom you owed your appointment to the Chancellorship of the Reich, by its President, General von Hindenburg. The same Mr. von Papen, in front of whom you took a solemn oath in a sacred place—the Church of the Garrison of Potsdam—to uphold the Constitution. Don't forget that your rise was not the result of some great revolutionary action, but was due to the country's liberal constitution, to which you are bound by your oath.

In the course of time, however, a disastrous change took place. At an early stage already I felt it necessary to voice my protest against the persecution of Christianity, against the brutalization of its priests, against the desecration of its churches.

When on Nov. 9, 1938, the Jews were robbed and tortured in the most cowardly and most brutal manner, and their synagogues destroyed all over Germany, I protested once more. As an outward expression of my repugnance, I resigned my position of State Councilor. All my protests obtained no reply and no remedy.

CONTINUED ON NEXT PAGE

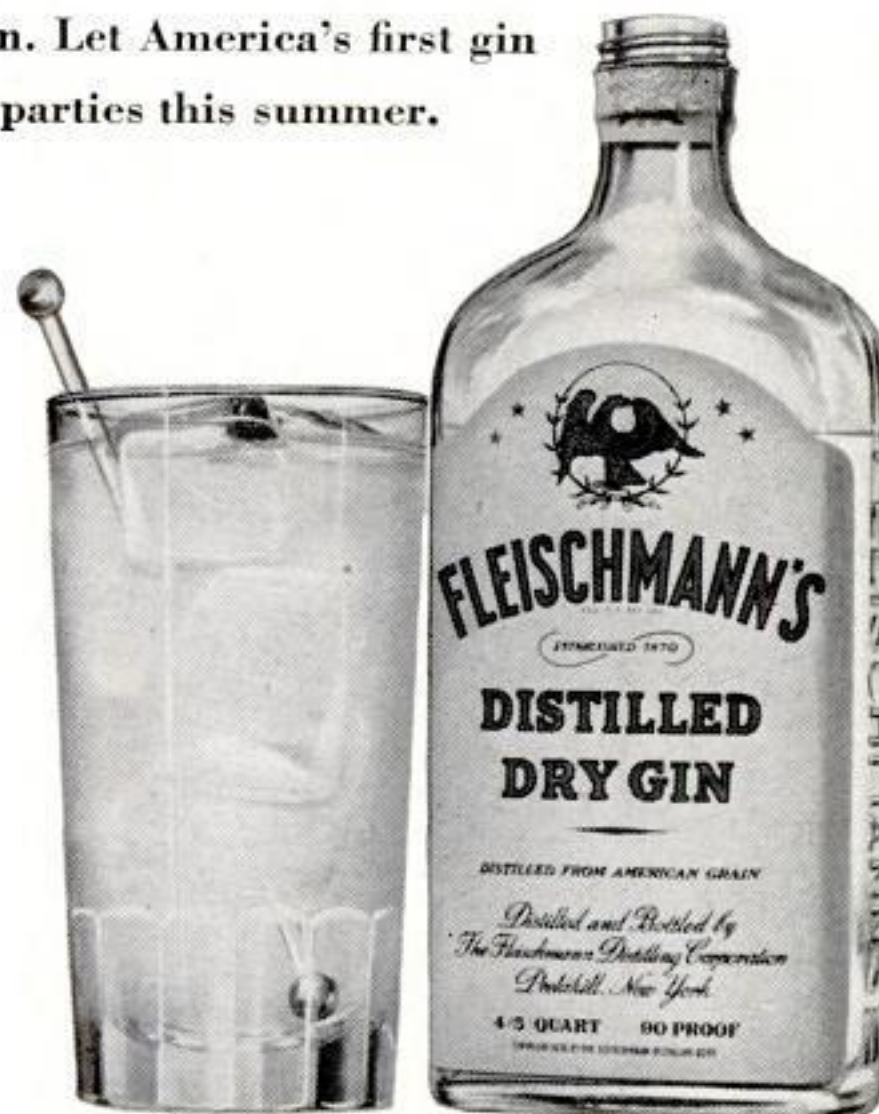
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THE Newfoundland is developed with deep lungs and heavy coat for the strong tides and icy waters into which his rescue work takes him. Since 1870, Fleischmann's Gin has been developed to bring velvety smoothness to the icy drinks you prefer in the summertime. Every kernel of grain from which Fleischmann's is distilled is selected for this purpose. That's why Fleischmann's is called a *pedigreed* gin. Let America's first gin come to the aid of your parties this summer.



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Men like to say they wear them

FRITZ THYSSEN'S LETTERS

(continued)

Now you have concluded a pact with Communism. Your Propaganda Ministry even dares to state that the good Germans who voted for you, the professed opponent of Communism, are, in essence, identical with those beastly anarchists who have plunged Russia into tragedy, and who were described by you yourself as "bloodstained common criminals" (*Mein Kampf*, p. 750).

When the greatest of all disasters occurred, when Germany was once more plunged into a war, without the consent of her Parliament or the State Council, I declared emphatically my dissension.

Being a member of the Reichstag, it is my duty to express my views and also to adhere to them. It is a crime against the German nation if its men and particularly its parliamentary representatives, behind whom you are wont to seek cover against the outside world, are no longer allowed to say what they think. I do not submit to force. I refuse to cover your crimes with my name. Even though you declared in the Reichstag Session of Sept. 1, 1939: "He who is not with me is a traitor and will be treated as such."

I refuse to endorse the policy adopted of late. I refuse to condone this war into which the German nation has been plunged so frivolously, and for the horrors of which you and your advisers will be held responsible. Against the accusation of being a traitor, I am protected by my past. It is just this adherence to my political faith that makes it impossible for me to abandon the true ideals and the original principles of National Socialism. In my own house you pronounced the ultimate goal of the movement. It was to lead back to the monarchy. "Leadership of the Germans and monarchy," you said, "are essentially identical." Social justice, social appeasement was to lead to a totalitarian guild state. May I remind you that, with such object in mind, you charged me to erect at Düsseldorf the Institute of the Guilds, though, one year later, you deserted the idea and myself. You even permitted that the Head of the Institute, who had been appointed by myself in agreement with your Mr. Hess, was interned in your infamous concentration camp at Dachau. It was that same Dachau where my nephew had died suddenly. Of his castle, Fuschl near Salzburg, you made a present to Mr. von Ribbentrop, who was brazen enough to receive there the Foreign Minister of the King of Italy and the envoy of Mussolini.

I want to recall to your mind also the fact that when you sent your Mr. Göring to the Holy Father in Rome and to the Kaiser in Doorn, his mission surely was not to prepare them both for your impending alliance with Communism. And yet, you suddenly concluded this alliance, and you thus committed an act that nobody would have condemned more strongly than you yourself. See pages 740-750 in your book *Mein Kampf*.

Your present policy amounts to suicide. Its beneficiary will be your arch-enemy of yesterday, who is your "friend of today"—unless the valiant Finns with their trust in God disappoint all sinister expectations. Your new ally is still the same Russia of which your intimate adviser, Mr. Keppler, Secretary of State in the Foreign Office and outstanding diplomat, said as late as May 1939, that she must become German as far as the borders of the Ural. I do hope, however, that these frank words of your trusted diplomat will not tend to weaken the strong impression which your so sincerely meant birthday wire must have made upon your new intimate, Stalin.

Your new policy, Mr. Hitler, is driving Germany into an abyss and the German nation into perdition. Turn back as long as it is still possible. Your policy will terminate in a *finis germaniae*. Think of the oath you swore in Potsdam. Give back to the Reich a free Parliament, give back to the German nation freedom of conscience, freedom of thought and freedom of speech. Cre-

LIFE'S PICTURES



Ralph Morse, who took the pictures of the boys' battle on pages 100-105, is one of the youngest of the photographers who regularly take pictures for LIFE. Now 22, he studied at C. C. N. Y. and spent a year working as assistant to Photographer George Karger, from whom he learned almost everything he knows. Ralph says every time he goes on a job for LIFE, he has to buy a new pair of shoes. The boys' battle in Waterbury was no exception. His car got stuck in the mud and he had to wade in it over his shoetops.

The following list, page by page, shows the source from which each picture in this issue was gathered. Where a single page is indebted to several sources credit is recorded picture by picture (left to right, top to bottom), and line by line (lines separated by dashes) unless otherwise specified.

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32—INT.—ACME, A. P.
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34—P. I., THE LONDON DAILY MIRROR, P. I.—BARON (2), THE LONDON DAILY MIRROR (2)—THE LONDON DAILY MIRROR, P. I.—P. I., W. W., P. I., HERBERT PAUL from B. S.
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80, 81—drawing by B. G. SEIELSTAD—P. I.—W. W., A. P.
82, 83—OFFICIAL PHOTO U. S. NAVY, drawing by B. G. SEIELSTAD—bot. lt. W. W.
84, 85—T. KAUTZKY
86, 87, 88—EUR.
90—A. P.
92, 93—P. I.; from "DIE DEUTSCHE KRIEGSMARINE" published by BREIT KOPF & HÄRTEL, LEIPZIG; GLOBE
94—PRESS TOPICS
96—W. W.
98—CARSWELL-PIX
100, 101, 102, 105—MORSE-PIX
106, 107—ERIC SCHAAL-PIX
108—T. BOSTON HERALD
110—WEISSNER STUDIO
- ABBREVIATIONS: BOT., BOTTOM; CEN., CENTER; LT., LEFT; RT., RIGHT; T., TOP; A. P., ASSOCIATED PRESS; B. S., BLACK STAR; EUR., EUROPEAN; H. & E. HARRIS & EWING; INT., INTERNATIONAL; P. I., PICTURES INC.; U. & U., UNDERWOOD & UNDERWOOD; W. W., WIDE WORLD

LOOK

WHAT YOU SAVE ON THIS
NEW, LONG LIFE BRUSH



50¢ TOOTH BRUSH, NOW
23¢

JOHNSON & JOHNSON GUARANTEE
This is the same, improved-quality Tek, introduced last year at 50¢. By an exclusive process, Tek lasts 6-times longer than before.

CORNS Go Quicker

★ Pain Relieved
Faster Than Before
★ Easier Removal



Imagine—relief from pain, ever so quick; easier removal of your corns—and then the satisfaction of keeping FREE of them! These are the benefits you enjoy with the New Super-Soft Dr. Scholl's Zino-pads. These cushioning, soothing pads prevent shoe friction and pressure, ease new or tight shoes and stop corns, sore toes and blisters before they can develop. New, thin Scalloped Edge molds pad to toe. Separate Medications are included for removing corns or callouses quickly, gently. Get a box today. Costs but a trifle—greater value than ever. Sizes for Corns, Callouses, Bunions, Soft Corns between the toes.

NEW Super-Soft Dr. Scholl's Zino-pads

BURNS
To quickly allay painful throbbing of small burns and ease parched skin, apply at once, dependable, soothing
RESINOL

ate anew the foundations which are necessary to restore law and justice, which will make it possible to trust a German treaty again. Stop the useless bloodshed and Germany will obtain peace with honor, and will thus preserve her unity.

I have been pressed for an explanation of the reasons that prompted me to leave Germany. I have not spoken as yet. All the documents out of a struggle of more than 15 years are kept secret. I do not intend, at a time when my Fatherland is struggling so hard, to furnish the enemy with moral weapons. I am, and always shall be, German with all my heart, with all my thoughts and endeavors. I profess proudly and loudly my German nationality and shall continue to do so to my last breath. Because I am German, I neither desire nor do I have the right to speak at this moment of deepest national distress. Some day this will become necessary and justifiable for the sake of truth. Listen to me and you will hear the voice of the tormented German nation that is crying out to you: "Turn back, let freedom, right and humaneness rise again in the German Reich."

I shall keep silent. I shall wait to see what you are going to do. I demand that this letter shall not be kept from the German people. I am waiting. Should the German nation, however, be prevented from hearing my words, which are the words of a free and upright German, then I shall call upon the conscience of the world, and shall let the world pass judgment. I am waiting.

Heil Germany!
FRITZ THYSEN

P. S. I am going to hand this letter over to the German Legation at Berne to forward it to you. I am also sending a copy by registered mail to the Chancellery of the Reich at Berlin and another copy to your personal address at Obersalzberg, near Berchtesgaden. I am compelled to take such measures, because it has been officially stated that my letters and telegrams addressed to Field Marshal Göring never reached him.

Copies will be received also by: Field Marshal Göring and Government President Reeder of Düsseldorf, who decreed that my property be confiscated. Baron Kurt von Schröder of Cologne, allegedly the present administrator of my property, will receive a copy of the first paragraphs of this letter.

About five weeks later, the German papers announced the de-nationalization of Fritz Thyssen and his wife. A warrant for their arrest was advertised at the same time. Thyssen protested in the following letter:

To the Reichsminister of the Interior, Dr. Frick, Berlin

Locarno, Feb. 16, 1940
My dear Reichsminister,

As I learn from the newspapers, you have decreed in your official capacity that my wife and myself are divested of our German nationality, effective as of Feb. 4.

Against this announcement I lodge herewith formal protest. In my capacity as a member of the Reichstag, I have dutifully opposed the war policy of the Reich's Government. I left Germany because the immunity granted to the Reichstag by the Constitution did not seem to be safeguarded any more. Neither the confiscation of my property, nor the warrant issued for my arrest, nor my expatriation will keep me from fulfilling my obligations as a member of the Reichstag; as such I feel that I have to account to no one but to the German nation.

Please accept, dear Reichsminister, the expression of my highest esteem,

FRITZ THYSEN
Member of the German Reichstag

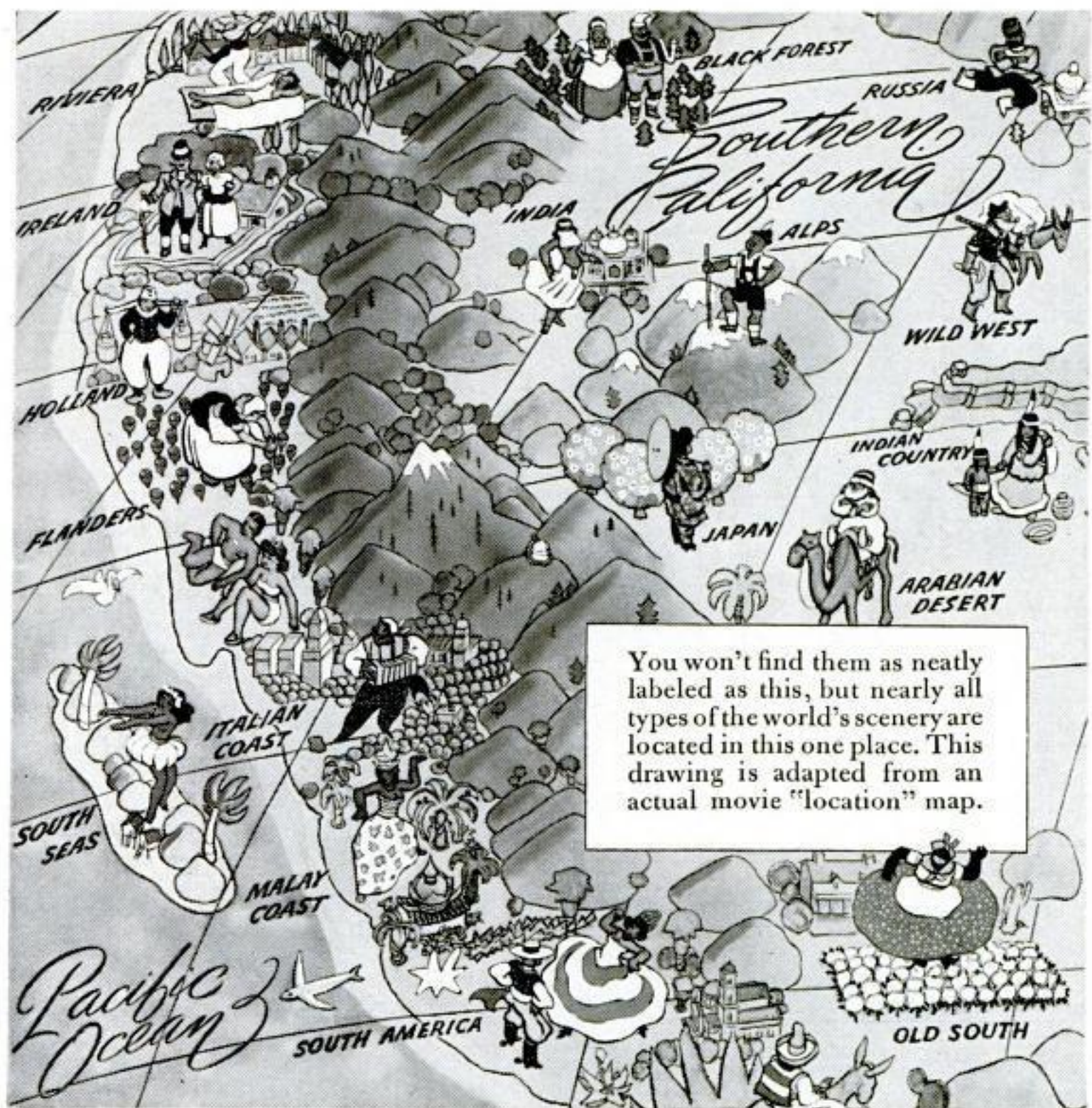
Fritz Thyssen never received an acknowledgment of his letter to the Führer, unless the warrant for his arrest be regarded as such. While he was in Switzerland, it was his duty as a political refugee to refrain from any political activity. He is now in Paris, on his way to join his daughter in the Argentine. He has regained his liberty of speech, and he is using it.

Why movie stars
seldom leave home!



For business: the studios find nearly every type of the world's scenery within a short drive of Hollywood. **For pleasure:** this same variety of scene means every kind of leisure-time fun. The stars take advantage of it...why not join them this summer?

Relax on cool beaches, dip into blue combers, scale the High Sierra, explore Old Spanish Missions...curious industries. Enjoy the after-dark night life of a great world capital: the symphonies, supper clubs, celebrities. Sleep under blankets 9 nights out of 10. Southern California offers the finest kind of summer vacation...a vacation that's really different!



2 WEEKS IS AMPLE FOR A VACATION IN

Southern California

Faster travel makes it easier than ever to see Southern California in as little as two vacation weeks. Costs here average 22.8% under those of 20 other leading U. S. resorts. Plenty of accommodations in Los Angeles, Beverly Hills, Glendale, Pasadena, Hollywood, Pomona, Long Beach, Santa Monica and other cities in or near Los Angeles County.

When you arrive you're invited to consult our unique free Visitors' Bureau, the All-Year Club's famous hospitality center in downtown Los Angeles, (505 W. Sixth St.). Valuable guidance to vacation fun. 26 services—all FREE.

FREE: AUTOMATIC TRIP PLANNER



Your Southern California trip really plans itself through this new unique book, acclaimed by travel experts as America's most useful resort guide. Answers all your questions about what to see and do, how to get here and time required, weather, what to wear, detailed cost schedules, etc. Lavishly illustrated with photo-

graphs and maps. Based on 18 years' experience in serving visitors; crammed with impartial facts available only through this non-profit community organization. Use this valuable coupon now, and get your free copy by return mail.

ALL-YEAR CLUB OF SOUTHERN CALIFORNIA

Come to California for a glorious vacation. Advise anyone not to come seeking employment, lest he be disappointed; but for tourists, the attractions are unlimited.

FREE—MAIL COUPON TODAY

All-Year Club of Southern California, Div. 4-SSS, 629 So. Hill St., Los Angeles, Calif.

Send me free book with complete details (including costs) of a Southern California vacation. Also send free routing by ☐ auto, ☐ rail, ☐ plane, ☐ bus, ☐ steamship. Also send free booklets about counties checked: ☐ Los Angeles, ☐ Orange, ☐ Riverside, ☐ Santa Barbara, ☐ Inyo-Mono Area, ☐ San Diego, ☐ Ventura, ☐ Mission Trails, ☐ Central California.

Name _____
Street _____
City _____ State _____
(Please print name and address)



Before battle, the German Army's equipment is inspected by General Tony Finelli. He made flag with the skull on it.



Parade up the hill is staged by French, led by a flag made from an undershirt. Kids to the left are too young to play.



From hilltop, the French consolidates its position. Below: protected by rocks, brambles, Germans storm the heights.



Life goes to a Boys' Battle

In Waterbury, Conn., the "French Army" fights the "German Army"

I didn't raise my boy to be a soldier, sang American mothers during World War I. Again last week, as tidal waves of World War II rose higher and beat more menacingly on U. S. shores, American mothers prayed once more that their boys would never have to be soldiers. But the kids themselves had other ideas. Racing out of stuffy homes and schoolhouses into the bright sunlight of spring, they thought the life of a soldier an adventurous and gay one. If they were not old enough to march off to war, they could at least pretend to do so. Accordingly the age-old game of cops and robbers, suddenly became a game of war, with "Germans" locked in titanic battle with "French."

Nowhere is the game played more enthusiastically than in Waterbury, Conn. There, one recent Saturday afternoon, some 150 tough kids, 10 to 15 years old, appeared on the rocky, bramble-studded hill above the Scovill Manufacturing plant. They were well prepared for war. Almost all of them had mock

guns—cap pistols, water squirters and broken .22's. They wore hats of every kind—service caps, Robin Hood bonnets, Boy Scout hats, CCC and baseball caps. Most incongruous of all were their medals. Some were battle medals stolen from their family collections. Others were college, community chest, Red Cross or Presidential campaign medals. A few medals just said "Oh You Kid."

The battle started with the "French Army" under General Fouts Melillo, 14, defending the summit of the hill. The "Germans," under General Tony Finelli, 15, charged up the side, tried to capture as many of the enemy as possible. Rules are purposely vague. To capture a man, a soldier must grab and toss him to the ground.

Because soldiers may easily escape from prison and because the dead may easily arise to fight again, the battle is almost never ended. This particular fight lasted two days, was eventually called a stalemate.



On the top of the hill, the French fight bravely in a fierce counterattack. Captain Roy Pietro has captured the black

skull flag from the Germans, is using it to rally his company. Kids are members of the clubs of North End Y. M. C. A.



A German captain, Ray Finelli, brother of the general, falls down dead. He was killed 98 times in the two days.



The horrors of war are acted out by officers of French Army, who carry one of their wounded to the base hospital near the hilltop.



Charging fort, Dom Doddano is killed. Frenchmen yell: "bang, bang! Lie down Dom, you're dead, damn you!"



Confusion resulted when main body of Germans met main body of French on the top of the hill. All over the crest were

wrestling matches, fights, plenty of screaming and yelling. As soon as one soldier was declared dead, he would pop up

again, continue fighting. The little boy at lower left is holding a bloody nose and crying. Somebody hit him too hard.

for
smartness



and health

Ride The Beautiful New Easy-Pedaling COLUMBIA!

Thousands of smart people are riding Columbias this year. They're the most popular bicycles in America.

Why? It's because Columbias are easier to pedal... smoother to ride. They take you farther with less effort—and they are unquestionably the most beautiful bicycles you have ever seen!

You will soon be riding a bike. Everyone's taking it up—for fun, health, exercise and convenience. Go to your Columbia dealer. Take the latest 1940 model for a short spin. You'll thrill at the easy, gliding ride of a Genuine Columbia!

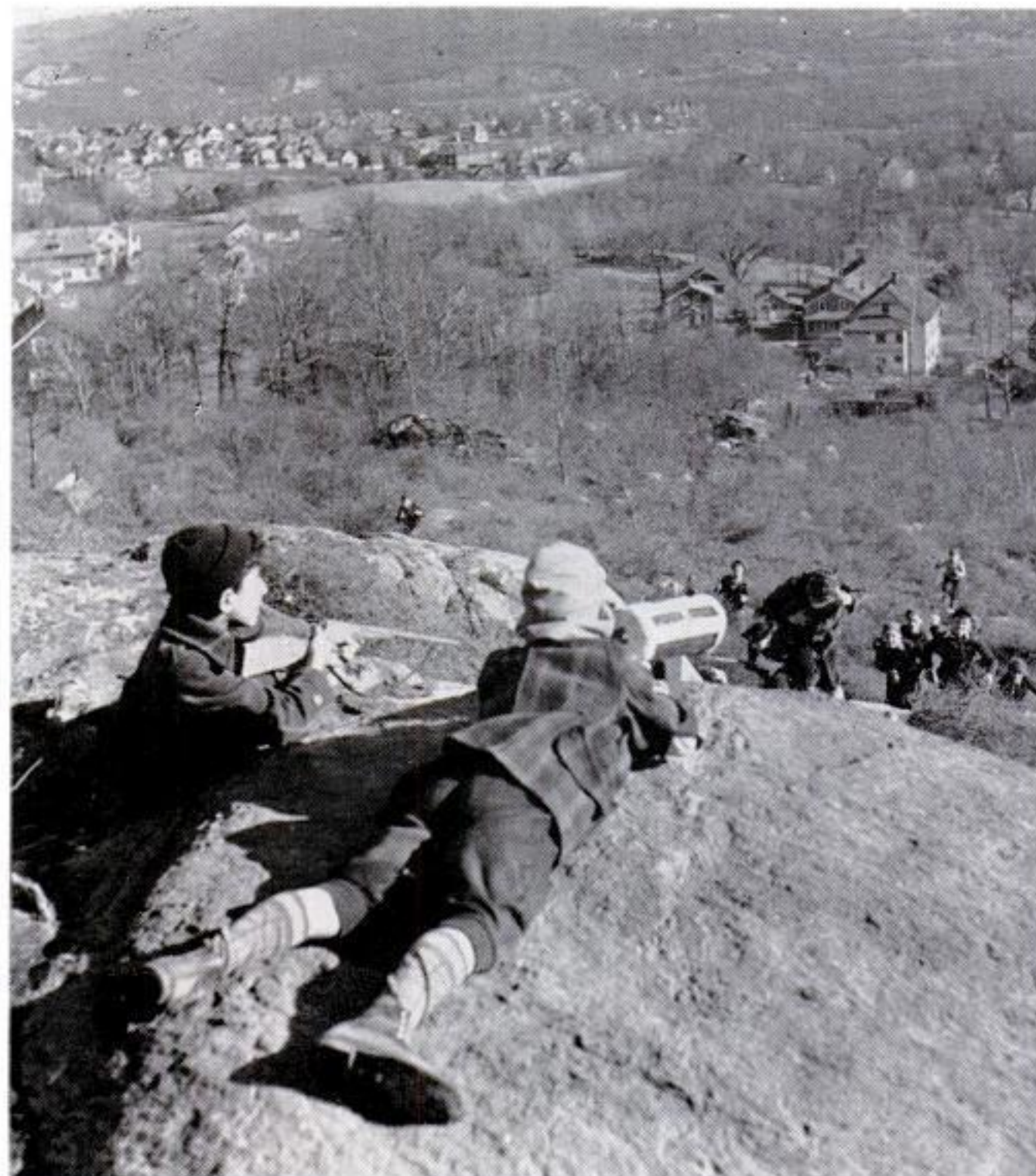
THE WESTFIELD MANUFACTURING CO.
WESTFIELD, MASS.

Look for this seal. It identifies a Genuine Columbia... the best known name in bicycles.

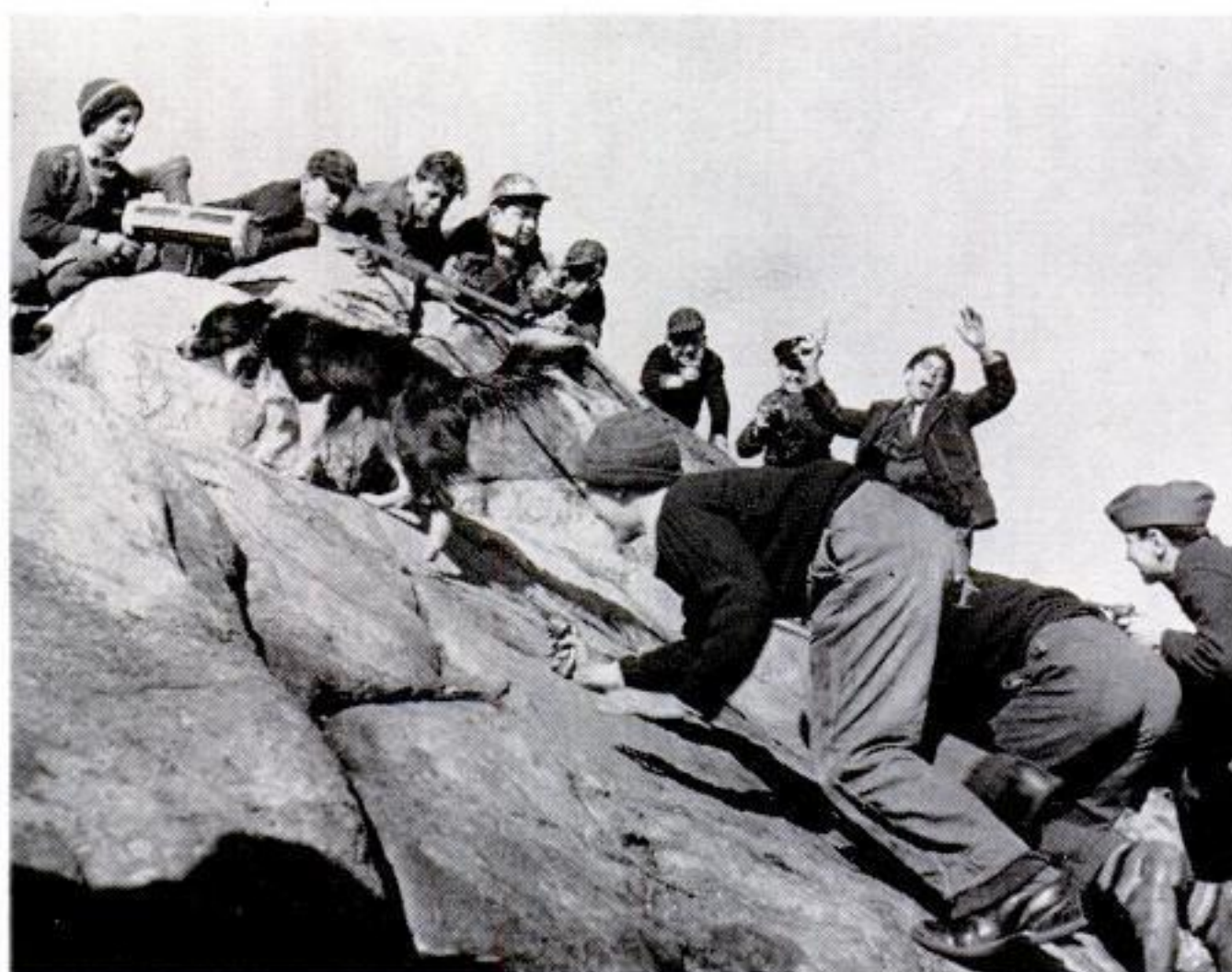


Columbia
AMERICA'S
FIRST BICYCLE
FIRST IN 1877 • FIRST IN 1940

Boys Battle (continued)



Guarding the hill are two brave French soldiers manning a home-made machine gun. Marksman Vito Corbo was particularly good at making noises like a machine gun.



During the most severe fighting, Spot, a mongrel dog, walked up the face of the cliff, got in the way of both armies. His owner tried to shoo him home but couldn't.



Signaling battle plans to the scattered French Army is the job of Captain "Bake" Pizzo. Soapbox auto is an ambulance used to bring the wounded down from the hill.

Typing's a strain
... I always take
"BC" when a
HEADACHE
strikes!



Yes, "BC" brings quick relief from headaches, neuralgia and muscular pains. It is composed of several prescription-type ingredients that dissolve quickly and act in a hurry. Follow the simple directions on the package and consult a physician when pains persist.

FREE OFFER: For free sample write B. C. REMEDY CO., Dept. L-12, 551 Fifth Avenue, N. Y. C.



10¢ and 25¢

ONE OF THE
FASTEST-SELLING
REMEDIES OF ITS
TYPE IN AMERICA

I WANT TO EQUIP MY
CHILD FOR SCHOOL...
AND FOR LIFE, TOO!



Help your children to learn typing! Educators, business men call it an asset... through school, through life... an aid to clear thought and expression. Easily, quickly learned on Corona.

Prices begin at \$29.75 for the amazing Corona Zephyr... four other models to choose from. All are sturdy, fast, efficient, and backed by the oldest name in portable typewriters. Easy terms—only \$1.00 a week, plus small down payment.

EVERY HOME SHOULD OWN A
CORONA
PORTABLE TYPEWRITER

This is the "Speedline
Silent"

USE THIS
COUPON



L. C. SMITH & CORONA TYPEWRITERS INC
Desk 46, 171 Almond Street, Syracuse, N. Y.
I'm thinking of buying a Corona. Please send free folder describing ☐ Zephyr ☐ Speedline.

Name _____
Address _____
City _____ State _____

CONTINUED ON PAGE 105

In this sparkling glass package *A Miracle*



THE TOOTHBRUSH WITHOUT BRISTLES!*

Dr. West's Miracle-Tuft

A miracle of modern science and what it offers you

SEALED IN GLASS, GERM-FREE—

This miracle feature, Dr. West's famous, hermetically-sealed glass package, guarantees that your Miracle-Tuft is surgically sterile when it reaches you. Only Miracle-Tuft offers you this extra, vital protection.

AMAZING DU PONT EXTON—

The exciting new bristle-like filament used only in Dr. West's Miracle-Tuft is one of the scientific miracles of our age. It does not shed or break off. Guaranteed to outlast animal bristle 2 to 1. Makes the perfect toothbrush.

GREATER CLEANSING POWER—

Brushing tests show that the cleansing power of a toothbrush depends principally upon the resiliency and erectness of its bristles. The Miracle-Tuft is 99.7% water-resistant—cannot get limp and soggy when wet and fail to clean.

● Throw away that soggy toothbrush you're using! That's the *biggest favor* you can do your teeth. A flabby, matted-down brush, one that gets limp when wet, cannot possibly keep your teeth clean.

Get a new, non-soggy, surgically-sterile Miracle-Tuft. Use it . . . and smile with the assurance that your teeth are sparkling, brilliantly clean. Available in three shapes: Regular, Professional 2-row, and new Oro—choice of hard, medium or soft texture. Unconditionally guaranteed to outlast any animal bristle toothbrush 2 to 1.

*Heretofore all toothbrushes have been made with animal bristles. Now, after years of research, DU PONT EXTON BRISTLE—a product of Du Pont Chemistry—has been developed and is used in Dr. West's Miracle-Tuft Toothbrush exclusively.

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WONDERFUL in '34... *Even Finer Today*

TASTE Seagram's TODAY and see for yourself how much smoother and finer these "luxury liquors" have become in the past five years. To insure continuous improvements in taste

and quality, Seagram has invested millions of dollars in research, in finer equipment, finer materials, finer whiskeys. Always say Seagram's and be sure—at your favorite bar or store.

Since
1857

Seagram's

SMOOTHER AND FINER
AS THE YEARS ROLL BY



"Yes, More Delicate Now"
CLEMENT CLEVELAND III

"Ever since Repeal, 'Seagram's V.O.' has been my favorite highball whisky," says Clement Cleveland III, whose name is always "news" in New York Society pages. "I have noticed, however, that in the last year or so it is more delicate, more delicious than ever. I have never tasted a finer, more superb Canadian Whisky."



"Tastes Milder to Me"
GEORGE JESSEL

The beloved comedian of stage and radio, George Jessel, has this to say on the subject of fine whiskey: "Your present 5 Crown is an even smoother and finer drink than the wonderful whiskey you made in '34—and I have actually compared them. 'America's Finest Popular Priced Whiskey', I'd call Seagram's 5 Crown."



"Finer than Ever"
AL DONAHUE

When Al Donahue, musical maestro, compared Manhattans mixed with Seagram's 7 Crown of today and 7 Crown of 1934 (when Crowns became America's biggest sellers within ninety days after their introduction), he said: "Quite a difference. Your present Seagram's is milder—it's wonderfully smooth whiskey."

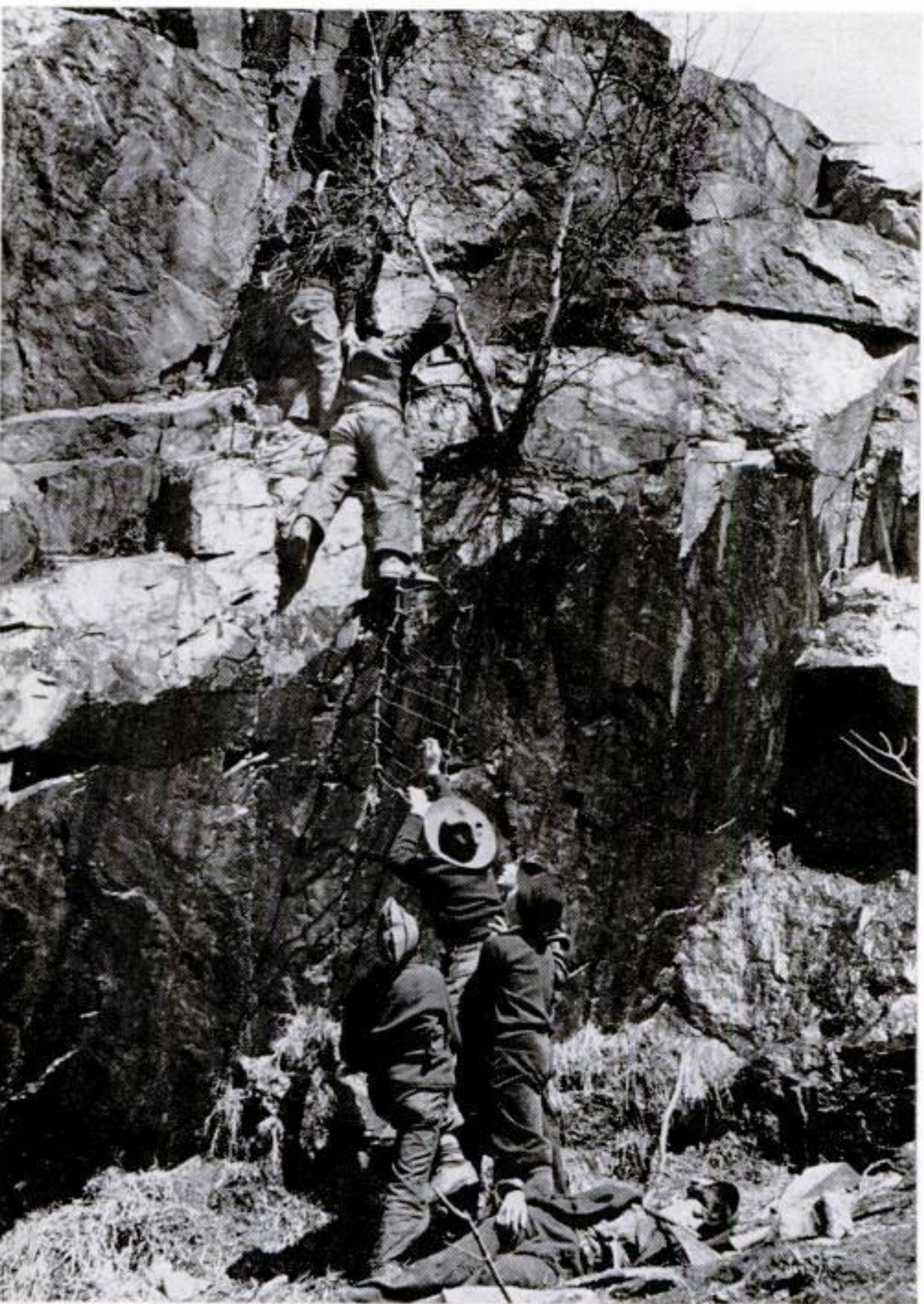
"SEAGRAM'S V.O." Canadian. Rare old Blended Canadian Whisky. 86.8 Proof. This whisky is 6 years old.

SEAGRAM'S 5 CROWN Blended Whiskey. The straight whiskeys in this product are 4 years or more old, 27½% straight whiskeys, 72½% Grain Neutral Spirits, 90 Proof.

SEAGRAM'S 7 CROWN Blended Whiskey. The straight whiskeys in this product are 4 years or more old, 40% straight whiskeys, 60% Grain Neutral Spirits, 90 Proof. Seagram-Distillers Corporation, Offices: New York.



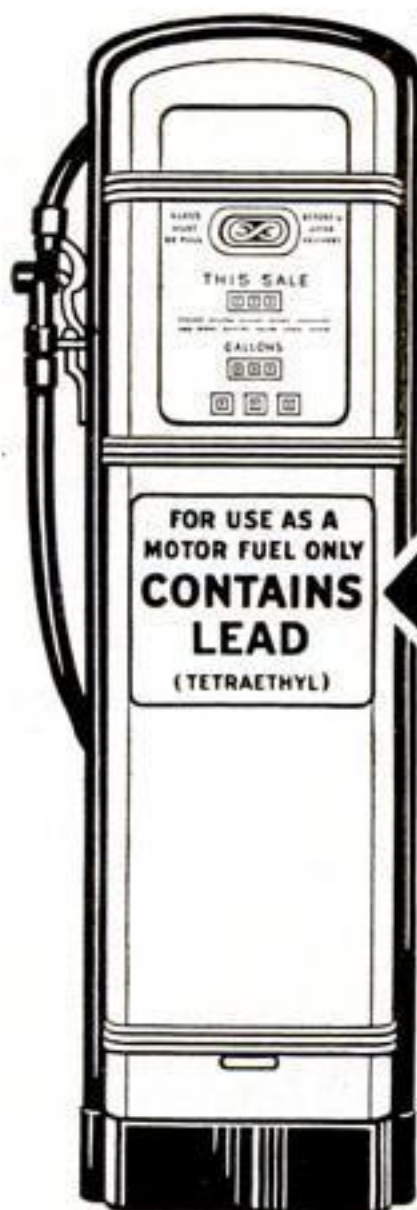
The "German" prison camp is established in an old rock quarry. There, sprawled upon the ground and smoking cigarettes, five "French" soldiers await possible rescue.



They are rescued when down from above "Frenchmen" throw a slender metal ladder. Rescuers capture guard, toss him to ground. Then everybody escapes up ladder.

STOP

LOOK *for the signs* *of improved gasoline*



THIS SIGN on a gasoline pump means that lead (tetraethyl), a liquid, has been added to the gasoline to improve its anti-knock quality. More than three-fourths of all the motor fuel sold today in the United States and Canada is "leaded" gasoline. Lead tetraethyl is manufactured by the Ethyl Gasoline Corporation.

THE "ETHYL" EMBLEM on a pump or its globe means that:

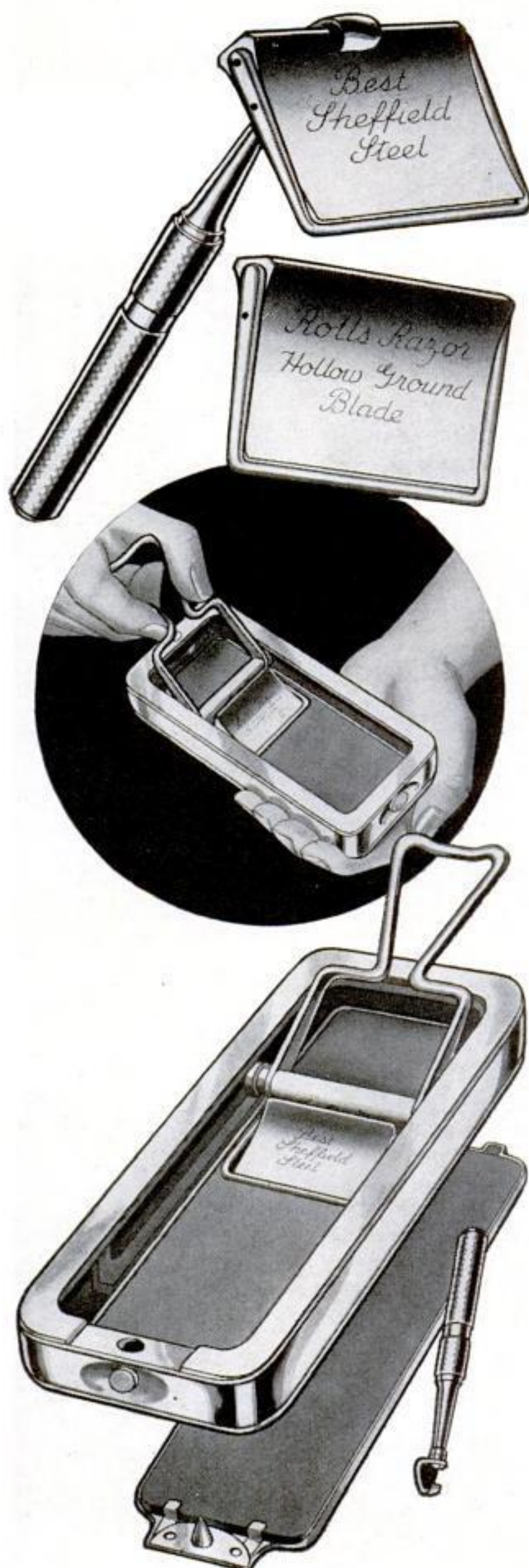
1. The gasoline contains enough lead (tetraethyl) for highest anti-knock.
2. It is your gasoline dealer's finest motor fuel.
3. It permits you to have your engine's spark advanced closest to the point of maximum power and economy, without "knock" or "ping."



LISTEN

EVERY MONDAY NIGHT—Tony Martin, Andre Kostelanetz and his orchestra, featured on "Tune-Up Time" over coast-to-coast network, Columbia Broadcasting System.

*The better the gas—
the better your car!*



"I know I didn't marry an angel. But I hoped, at least, to get a husband who knew how to shave."

"But honey, I can't help it if my skin's tender. And that beard of mine gets tougher every day".

"Poppycock! All men use the same excuse."

"And what, my pet, would *you* know about shaving?"

"Just this. My brother Jim uses a Rolls Razor—the same one he's shaved with for ten years. Jim says Rolls Razor's single blade is made of finest hand-forged, hollow-ground Sheffield steel. And it's always keen, day after day, year after year."

"Sounds swell. But I don't see how one blade can stay sharp that long."

"It's simple as A-B-C. A semi-automatic strop and hone are contained in the case. A few flicks of your wrist and there's a brand new edge—all set to glide through the toughest beard."

"Say—then Rolls Razor ends blade buying for good!"

"Naturally. Rolls Razor saves money in the long run—to say nothing of your chin and my self respect!"

Rolls Razor is the British-made safety with the lifetime blade. Ask your dealer for a demonstration or write for free descriptive booklet L56. Rolls Razor, Inc.—Sales & Service—342 Madison Avenue, New York City.

\$10 and up. Shaving bowl or stick, \$1.
Soap refill, 60¢.

ROLLS RAZOR

BOOKS



Framing her dresser mirror in the Gold Eagle Tavern at Beaufort, S. C., are dog pictures from the Countess Russell's anonymous autobiography, *All the Dogs of My Life*.

"ELIZABETH," OF GERMAN GARDEN

Officially, the aristocratic Englishwoman on these pages is Countess Russell, sister-in-law to Bertrand, Earl Russell, whose invalidated appointment to the College of the City of New York has created the academic furor of the year (*LIFE*, April 1). But the Countess Russell has a claim to distinction in her own right. On April 5 her 21st book, *Mr. Skeffington*, was published by Doubleday, Doran as a Book-of-the-Month Club selection. On its cover is the same pen name that 42 years ago gave her international fame, has since kept her in a state of charming anonymity. The name is "Elizabeth."

Now, at 74, from her temporary home in sleepy old Beaufort, S. C., "Elizabeth" looks back on a long, crowded life. Originally she was the English-born Mary Annette Beauchamp. As a young girl she took a grand tour through Italy, met Henning August von Arnim,

"Elizabeth's" day starts with a walk into the country around Beaufort at 7 a. m., accompanied by her cocker spaniel Billy, whose father was an English champion.





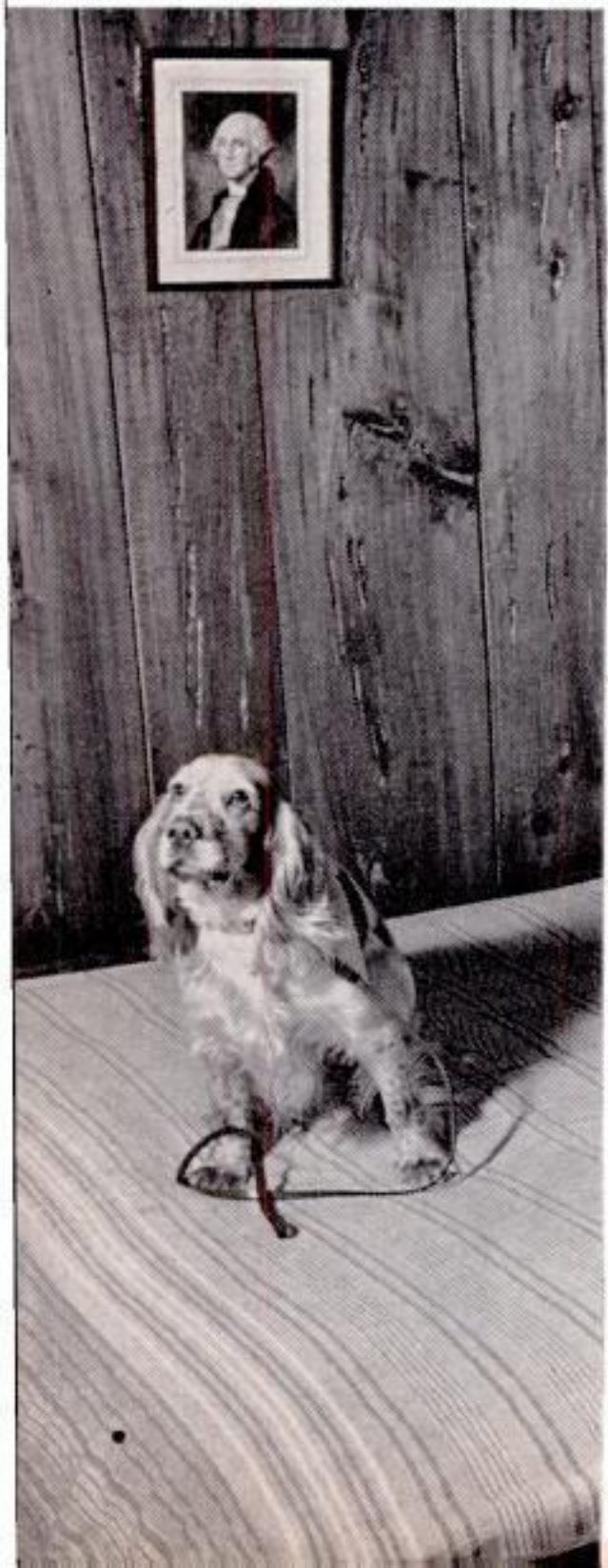
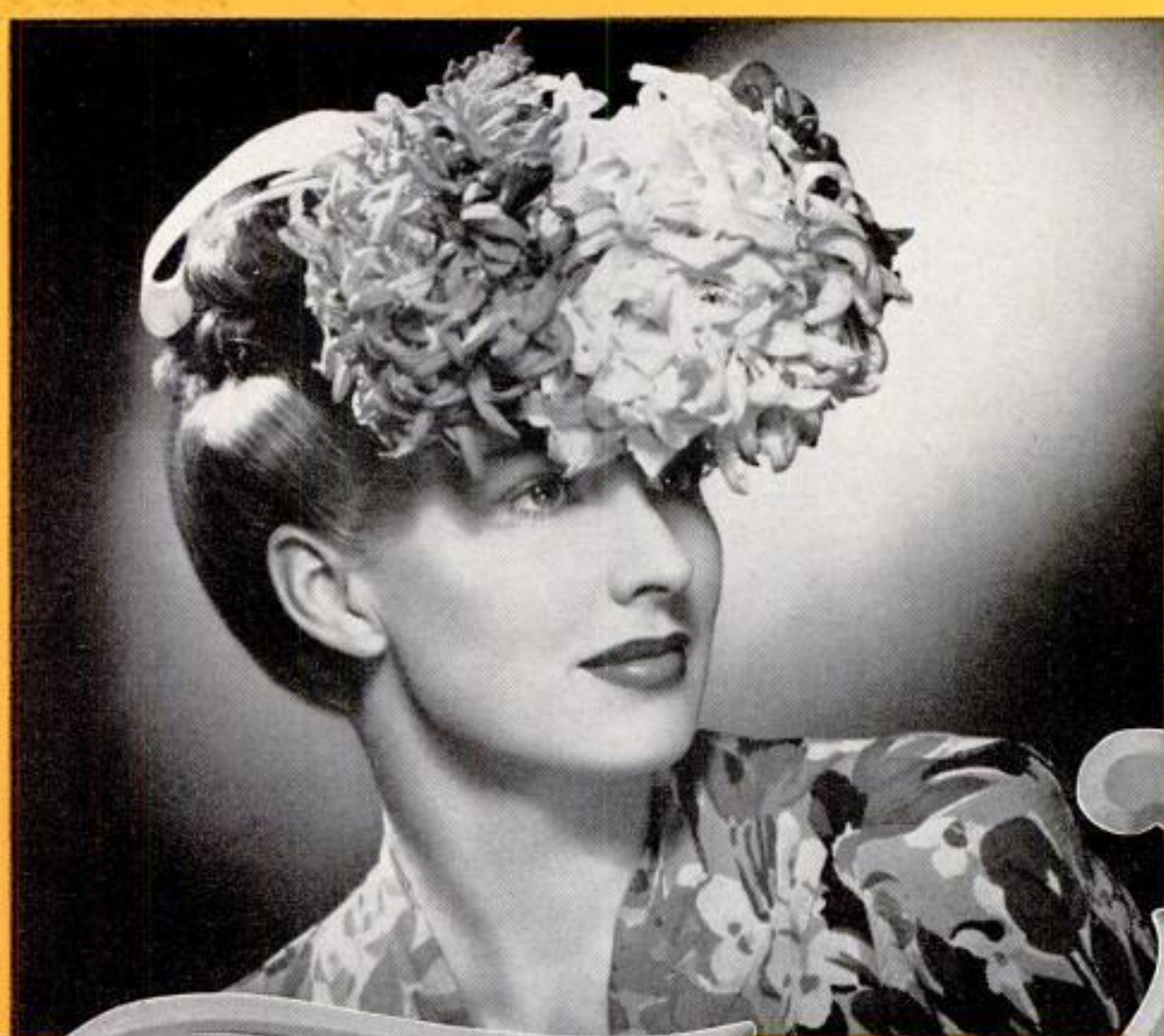
Letter writing to an army of friends is "Elizabeth's" chief pastime in Beaufort. She came to U. S. on a visit, is unable to return to her French villa because of the war.

FAME, IS THE COUNTESS RUSSELL

a Pomeranian Junker, married him, retired to his isolated estate in East Prussia, bore him three daughters and a son. Her garden became famous the world over when, in 1898, she published an anonymous diary called *Elizabeth and her German Garden*.

The gently satirical books that followed in the next 42 years distinguished her as "one of the three finest wits of the day." In 1910 her husband died; in 1914 she returned to England; in 1916 she married John Francis Stanley, second Earl Russell, from whom she separated three years later. When he died in 1931, his younger brother Bertrand succeeded to the title. The current tumult over his morals might well form the plot of a novel by sister-in-law "Elizabeth," who, in a style sometimes "moist with sentimentality," loves to "impale lordly men with the deft touch of an entomologist mounting beetles."

"Elizabeth's" dog, woefully spoiled, sleeps in his own bed under a picture of George Washington, follows his mistress everywhere, yaps for hours when she leaves him.

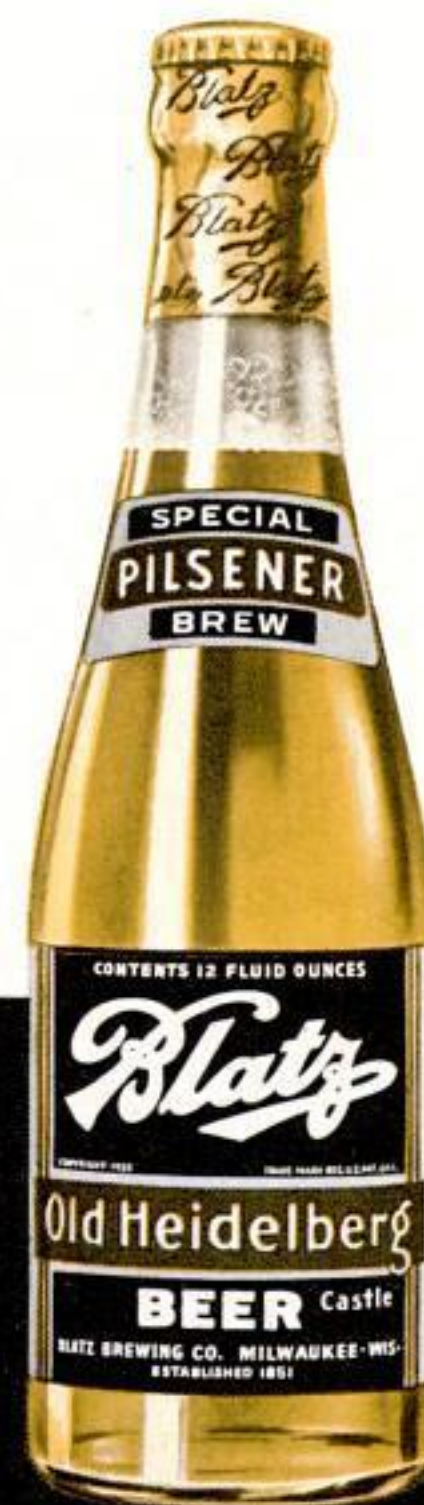
IN PARIS, STYLE LEADS
... IN MILWAUKEE, BLATZ LEADS!

MILWAUKEE is world renowned as the home of celebrated beers. In this city of famous beers, Blatz bottle beer is preferred to all other brands. This significant fact is proved by an independent survey made by one of America's great newspapers.

You can't duplicate the mild, mellow, delicious flavor of Milwaukee's most popular bottle beer — unless you enjoy a second bottle of Blatz Old Heidelberg Beer.

BLATZ BREWING COMPANY, MILWAUKEE, WIS.
89 Years of Brewing Experience

"FOR THOSE WHO WANT THE BEST"



Blatz

OLD HEIDELBERG
BEER



Copyright 1940, Blatz Brewing Co., Milwaukee, Wis.

I KISSED HER SISTER!

GETTING ENGAGED TO A "TWIN" WAS BAD ENOUGH...
BUT WHEN I FORGOT TO CLEAN MY DIRTY SPECS WITH
KLEENEX AND KISSED MY FIANCEE'S
SISTER... OH BOY!

(from a letter by D. U. H., New York, N. Y.)



I WAS DRIVING BLIND

...UNTIL I STARTED KEEPING KLEENEX
IN THE CAR TO WIPE MOISTURE, FOG-
AND DIRT OFF THE WINDSHIELD.

(from a letter by E. W. B. Birmingham, Ala.)

DUST DOODLER!

WHEN I SAW MY HUSBAND WRITE
HIS NAME IN THE DUST ON MY
TABLE I TOOK THE
HINT. NOW
KLEENEX IS IN THE
DRAWER AND ONE
QUICK SWISH KEEPS
MY FURNITURE
GLEAMING!



(from a letter by
H. A. V.,
Detroit,
Mich.)

IT'S IN THE BAG

...THOSE NEW PURSE-SIZE KLEENEX
LIPSTICK TISSUES. SMALL AND HANDY,
THEY'RE PERFECT TO SAVE
HANDKERCHIEFS FROM
LIPSTICK STAINS.

(from a letter by
H. J. T., New York, N. Y.)

Try them —
12 purse-size
folders,
only 20c.



DID YOU KNOW?..

● During colds especially, Kleenex
soothes your nose, saves money,
reduces handkerchief washing. Use
each tissue once — then destroy,
germs and all.

Adopt the habit of using Kleenex
in the Serv-a-Tissue box that ends
waste and mess... now both 500-
sheet and 200-sheet Kleenex come
in the Serv-a-Tissue box. Keep one
in every room in your home, one
in your office, another in your car.

ADOPT THE KLEENEX HABIT!

KLEENEX★ DISPOSABLE TISSUES (★Trade Mark Reg. U. S. Pat. Off.)

PICTURES TO THE EDITORS

PINOCCHIO

Sirs:

At the recent Electrical Trade Show
at the Boston Garden, I snapped this
picture of pretty Virginia Null of Boston
as she stood beside a precision metal re-

flector. The result was an image that
looked more like Pinocchio than Miss
Null.

ARTHUR HANSEN

Boston Herald
Boston, Mass.



BULL'S EYE

Sirs:

My camera is always catching things I
don't see myself. Recently I snapped
this picture of pretty Grace Armour on a
Florida archery range with unexpected
results.

rays fell squarely on the target which
was in front of her. As a result, when this
picture was developed, I discovered that
the target had been faithfully reflected on
her eye-glasses, giving her a couple of
"Bull's Eyes."

ANNE SAMSON

The sun was at her back so that its

Sunnyside, N. Y.



Look Forward to
Pleasure—with the
"Double-Rich"
Kentucky Bourbon



AMONG THE PLEASURES that make life worthwhile, one of the keenest is the enjoyment, in moderation, of a really fine whiskey. No finer whiskey is made, than the *"Double-Rich"* Cream of Kentucky

... the largest-selling straight Bourbon whiskey in the world because its rich quality and rare flavor-character give *more pleasure* to *more people*. Win or lose, it's the perfect end for a day of golf—or any other day!

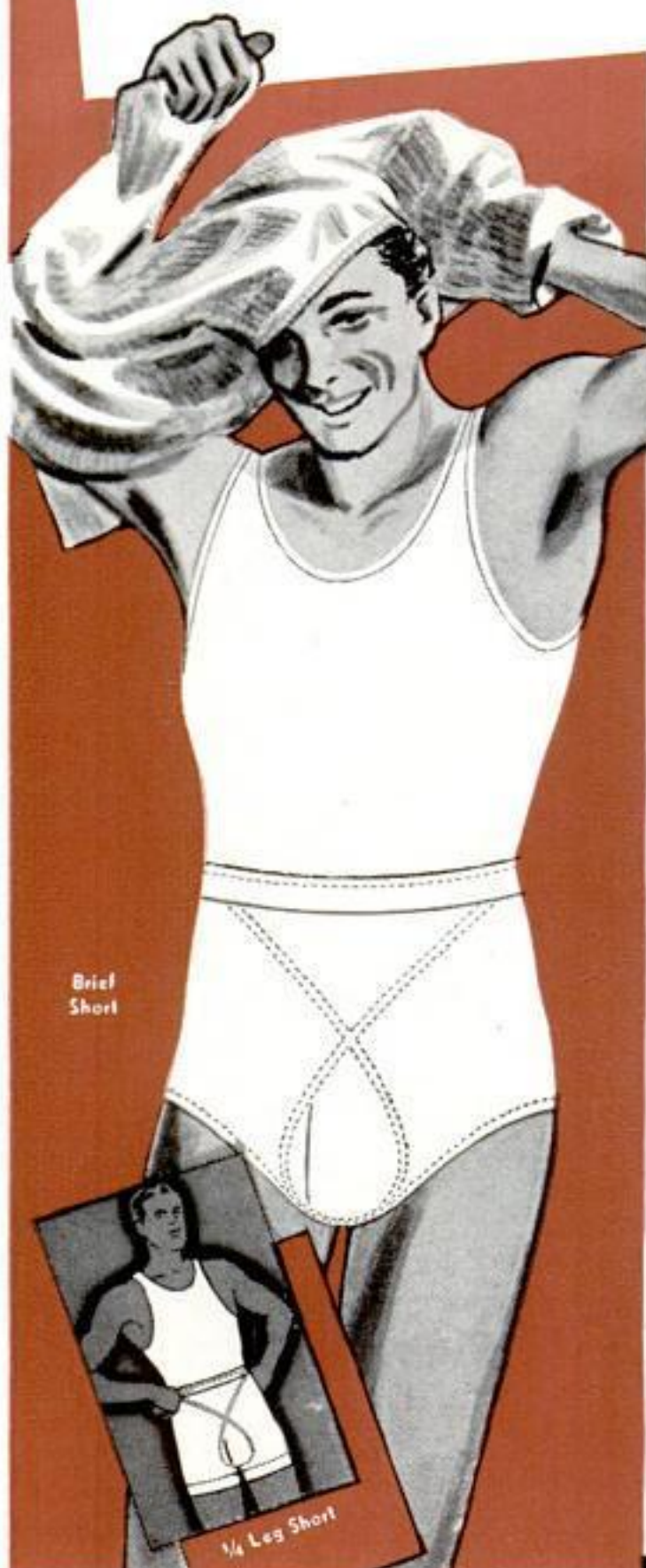
90 Proof. Copr. 1940, Schenley Distillers Corp., N. Y. C.

SCHENLEY'S
Cream of Kentucky
STRAIGHT BOURBON WHISKEY

IT NEED NOT HAPPEN TO YOU!



You'll FEEL better
and LOOK neater
DUOCRAFT
UNDERWEAR
GIVES
ACTION SUPPORT



FEEL the difference Duocraft makes throughout your whole day's activity.

Thousands of men who have tried it will *never* again go without it. Claim it's the most *helpful* thing they've ever known in underwear. . . . Physicians cite advantages of *correct* support. Duocraft *has it!*

Dr. Damrau of New York states:

"The crotch support afforded by Duocraft should be appreciated by all active men, and will, in many instances, relieve backache and lower abdominal pain . . . caused by unsupported weight."

Duocraft's advanced design—two non-stretching cross-stays—provides this gentle, but *positive* support *all day long*.

You'll like its neat, trim, athletic appearance, too.

*No back seams. No binding.
No buttons. No ironing.*

In Brief and Quarter-leg models, knitted in fine cotton and Durene at popular prices. Athletic shirts with contour and straight bottoms, to match. At your favorite store; if not, write us.

DUOFOLD INC., MOHAWK, N. Y.

*Patented

PICTURES TO THE EDITORS

(continued)

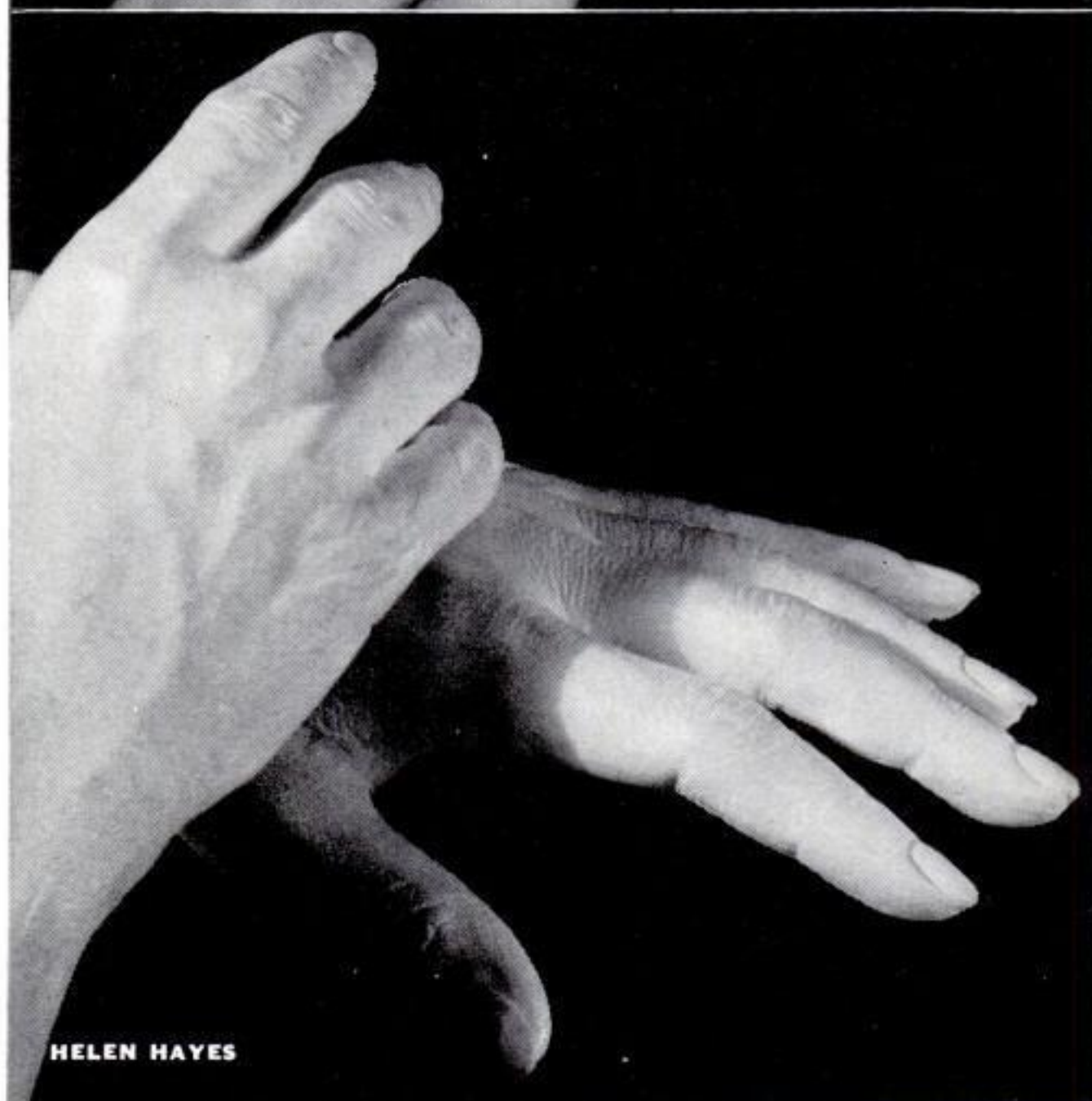
FAMOUS HANDS

Sirs:

Ray Shaw, New York sculptress, specializes in making casts of famous people's hands. The subject places his hands in the proper position on a casting board and a gelatin substance is applied to the hands to make a mold. When the compound has set, it becomes rubberlike and the hands can be withdrawn as from a

glove. Afterwards, the hands are cast in plaster or given a metal finish. This series shows the hands of Irving Berlin, Lily Pons and Helen Hayes. Both Mr. Berlin and Miss Hayes have copies of these casts in metal finish and use them in their homes as bookends.

HARRISON J. COWAN
New York, N. Y.





MODEL K-3 ONLY
KITCHENAID \$29.95

Has EXTRA POWER to Save Aching Arms!

Price, complete including Juice Extractor, built-in Power Unit, \$29.95 in U. S. A.

This sturdy, Super Food Mixer has motor power in reserve—for the heaviest cake or cookie batters. The beater steadily travels around the stationary bowl (scrapping the sides), beating all the while with an opposite rotary motion. Only KitchenAid gives you completely automatic THORO'-MIXING (and finer results) by this exclusive scientific action.

A Wonderful Gift for Mother's Day!
AT YOUR DEALER'S—Learn all the superior features that make "a KitchenAid for \$29.95" an exciting bargain. Or, write The Hobart Mfg. Co., 1704 Penn, Troy, Ohio.



HOBART FOOD SERVICE MACHINES

Mows and Trims Lawns in One Simple, Easy Operation



Save Time and Labor with a MONTAMOWER
 Tired backs and aching arms just don't happen to users of Montamower. All the drudgery and noise of lawn mowing is done away with. No dead weight to push and pull. Instead, just 7 pounds of live mechanism that first gathers then cuts the grass closely, smoothly, and to the correct height; no matting; no streaking; no clatter; no rattles. Cuts a 16" swath through long grass, dandelions, spike grass and weeds. Cuts right up to walls, fences, trees or posts; leaves no fringes to be trimmed by hand. Cutters are self-sharpening. Built to last many years. Many thousands in use. Sold direct from factory. Costs little. Write at once for guarantee information and literature.

MONTAMOWER DISTRIBUTING CO.
 322 HOUSEMAN BLDG. GRAND RAPIDS, MICHIGAN

PICTURES TO THE EDITORS

(continued)

STYLE

Sirs:

To help celebrate the 150th Anniversary of the birth of the U. S. Patent Office, leading scientists and inventors, congregating in Washington, D. C., were entertained on April 10 with a styleshow in the ballroom of the Mayflower Hotel.

The models were all dressed in patterns resembling well-known industrial designs.

MARY REID

Dallas, Tex.



AIR ROUTES ARE MAPPED ON DRESS



MOVIE STILLS DECORATE CAPE



THE BOOK-PAPER-MAGAZINE DRESS



Just the right touch to FINISH THE PICTURE

WHEN a special occasion calls for a special whisky Johnnie Walker rounds out the picture perfectly. There's something about this whisky that adds the finishing touch to special moments everywhere.

In all the wide world no whisky is more welcome than Johnnie Walker... for there's no finer whisky than Scotch, and Johnnie Walker is Scotch at its smooth, mellow best.

RED LABEL, 8 years old. BLACK LABEL, 12 years old. Both 86.8 proof.

IT'S SENSIBLE TO STICK WITH

JOHNNIE WALKER

BLENDED SCOTCH WHISKY

Canada Dry Ginger Ale, Inc., New York, N. Y., Sole Importer

STEPPED UP for 1940

Quicker starts...quicker warm-ups!

STEPPED-UP VOLATILITY gives 1940 *Fire-Chief* gasoline quicker, livelier starts. Just a touch on your starter and this modern motor fuel zips into lightning action.

And, the instant your motor "catches," 1940 *Fire-Chief* delivers

full, smooth, balanced power and saves fuel often wasted when the engine is warming up.

Yet, 1940 *Fire-Chief's* quicker starts, quicker warm-ups and high anti-knock qualities add not a penny to its price. Try a tankful today!



FIRE-CHIEF

now at

TEXACO DEALERS

Texaco Dealers invite you to tune in The Texaco Star Theatre—a full hour of all-star entertainment—Every Wed. Night—Columbia Network—9:00 E.D.T., 8:00 E.S.T., 8:00 C.D.T., 7:00 C.S.T., 6:00 M.S.T., 5:00 P.S.T.

PICTURES TO THE EDITORS

(continued)

LAMB'S GAMBOL

Sirs:

Having come in like a duck—remember that we had .76 in. of rain and temperature of 35° out here—the month of March gamboled out like the proverbial lamb. Personifying the leap into the April calendar is this Cheviot lamb on

the Thell Brothers' farm near Omaha.

If, like the Buddhist prayer wheel (LIFE, Jan. 8), this picture is reproduced on LIFE's roller presses 2,500,000 times, it should help a great many people fall asleep while counting sheep.

JOHN SAVAGE

Omaha *World-Herald*
Omaha, Neb.



THIS LAMB, REPRESENTING OUTGOING SPIRIT OF MARCH, LEAPS INTO APRIL

PET GIRAFFE

Sirs:

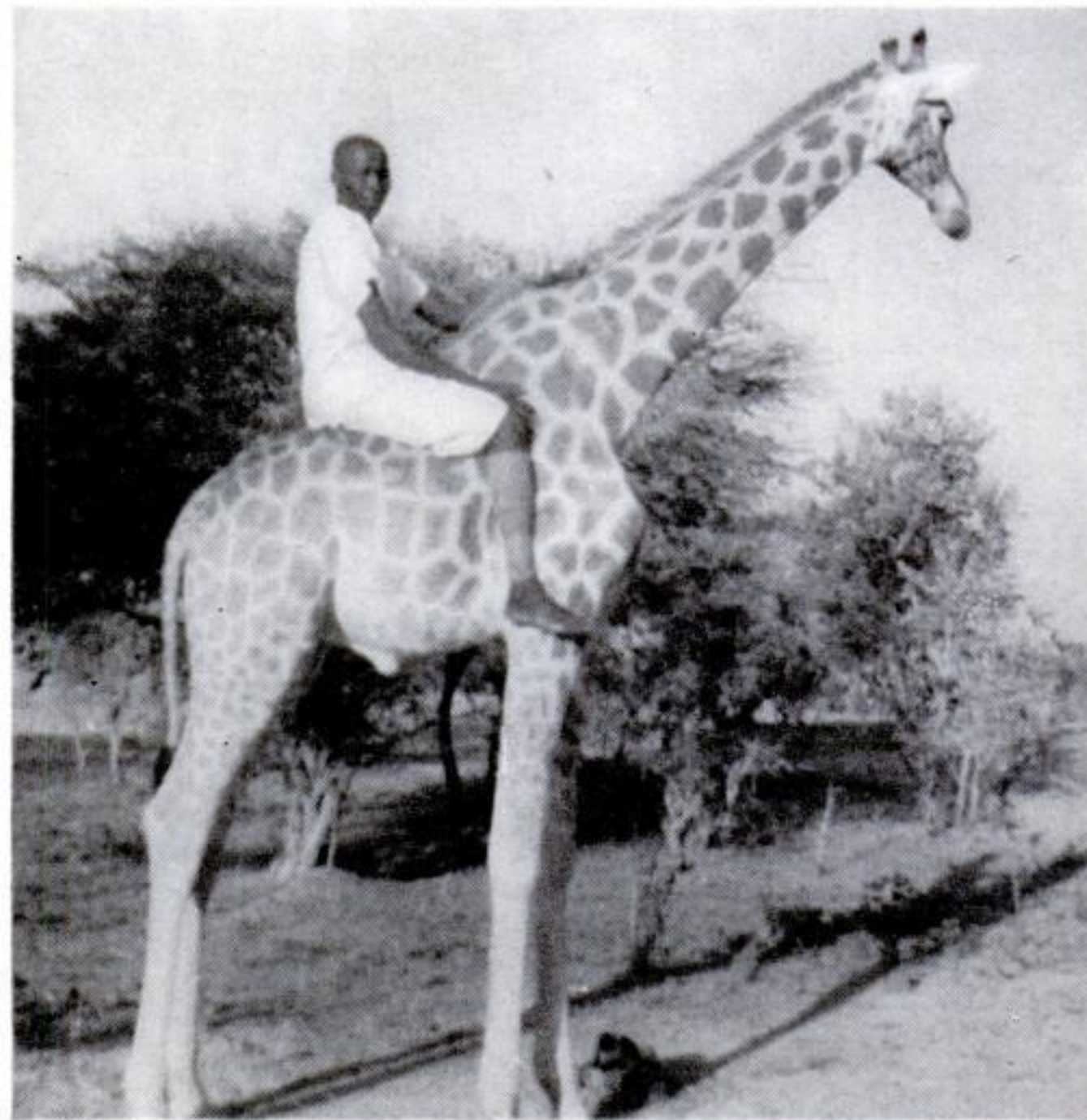
When I was visiting in the Anglo-Egyptian Sudan, I made the acquaintance of Bakheet, a pet giraffe owned by the official Resident of El Geneina. Giraffes are seldom tamed and are always difficult to ride, and I suspect that this picture, showing a native boy riding Bakheet, is correspondingly rare.

Bakheet was tamed by the natives when he was a baby. He is now fully grown and stands 14 ft. high. When I fed him a bowl of monkeynuts, his slanting eyebrows gave him an expression of melancholy and he shed large tears on my hand.

CONSTANCE TOMKINSON

Windsor, Nova Scotia

BAKHEET, A TAMED AFRICAN GIRAFFE, IS RIDDEN BY A SUDANESE NATIVE



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Very Smart for May

A SURPRISE IN EACH POLKA DOT
OF THIS DELICIOUS, NEW
"EIGHT-COUPLE" PARTY CAKE



CHOCOLATE POLKA DOT CAKE (2 eggs)

2 cups sifted Swans Down Cake Flour	3 squares Baker's Un- sweetened Chocolate, melted
1 teaspoon soda	1 cup milk
$\frac{1}{4}$ teaspoon salt	1 teaspoon vanilla
$\frac{1}{2}$ cup butter or other shortening	3 large bananas
$1\frac{1}{4}$ cups brown sugar, firmly packed	2 cups cream, whipped and sweetened
2 eggs, unbeaten	

Sift flour once, measure, add soda and salt, and sift to-
gether three times. Cream butter thoroughly, add sugar
gradually, and cream together until light and fluffy. Add
eggs, one at a time, beating well after each; then add choc-
olate and blend. Add flour, alternately with milk, a small
amount at a time, beating after each addition until smooth.
Add vanilla. Bake in greased pan, 10x10x2 inches, in mod-
erate oven (325° F.) 60 minutes, or until done. Cool.

Cut 16 banana slices; dip in bittersweet coating, made
by melting 2 additional squares of Baker's Unsweetened
Chocolate with 2 teaspoons butter. Let stand on waxed
paper until set. Slice remaining bananas, and arrange on
top of cake. Spread with whipped cream topping. Decorate
with chocolate-dipped banana slices, arranging in 4 rows
of 4 slices each. Cut cake in $2\frac{1}{2}$ -inch squares.

(All measurements are level)

A product of
General Foods



FOR RICH FLAVOR and appetiz-
ing color, always get this pack-
age with the famous "Baker
Chocolate Girl" on the label.

FOR PERFECT
RESULTS,
FOLLOW THIS
TESTED RECIPE
EXACTLY, USING
BAKER'S
CHOCOLATE

It's a whole dessert in itself... simple to make
... simple to cut into 16 large, equal portions,
rich with **BAKER'S CHOCOLATE**

GIVE a buffet supper... let the teens
have a swing session... or invite
the marrieds to a four-table Bridge—
whatever form your May parties take,
here's just the cake for you!

Because, look—(1) it's *chocolate* cake,
the flavor that pleases the most peo-
ple, and especially *men*; (2) that creamy
top lightens the taste just enough for
May appetites; and (3) the polka dot
decoration is new and surprising. Banana
slices dipped in chocolate—my goodness,
how simple! How scrumptious! What a
neat way to mark individual servings!

You can make this cake successfully

without having a master's degree in
cooking, too! Follow the simple, tested
procedure of your recipe and you'll hear
compliments on the color, the luscious
flavor and tender fluffiness of your cake.
But remember, its gorgeous "chocolaty-
ness" comes from the *richness* of Baker's
Chocolate! Don't expect anything else to
equal it. For Baker's is *real chocolate*,
with nothing at all added—and not one
bit of the wonderful, rich, cocoa-bean
goodness removed!

So tell your grocer, always,
you want Baker's Chocolate—the
quality famous since 1780.

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**EVERYBODY'S TALKING ABOUT
CHOCOLATE CHIP COOKERY!**

IT'S THE BIGGEST NEWS IN FOODS IN
A LONG TIME—these cookies, cakes
and desserts you can make with
delicious chips of chocolate baked
right into them! Just ask your gro-
cer for the Jumbo-Size Baker's
Semi-Sweet Chocolate Bar and try
the recipe for cookies printed on

the wrapper. A new folder of other
exciting Chocolate Chip recipes is
on the press now. Use coupon at
right to get your FREE copy.

Baker's Dot Chocolate, or Baker's
German's Sweet Chocolate, can also
be used in these recipes.

Free!

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TODAY!

GENERAL FOODS, BATTLE CREEK, MICH. LM-4-29-40

Please send free copy of your new folder, "Chocolate
Chip Cookery Comes To Town," to:

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(Offer good only in U. S. A.
Expires Nov. 1, 1940)

Actual color photograph shows James Oliver of Willow Springs, N.C., harvesting better-than-ever tobacco grown by U. S. Government methods. (At bottom) Roy Daniel, tobacco auctioneer, in action.



*"Uncle Sam
did a fine job*

**of making tobacco
better than ever**

...and Luckies always buy the choice grades," says Roy Daniel, 29 years a tobacco auctioneer

Simple as A B C are the reasons why we ask: "Have you tried a Lucky lately?"

A. Uncle Sam's scientific improvements in soil, seed and plant-foods have enabled farmers to grow the finest tobacco in 300 years.

B. Like Roy Daniel, the overwhelming majority of independent tobacco experts—auctioneers, buyers, warehousemen—smoke Luckies. They *know* Luckies buy the choice grades of the finer crops.

C. The "Toasting" process, on top of 2 to 4 years' aging, makes them extra-mellow...takes out certain throat irritants found in all tobacco.

A cigarette that offers the choicer grades of finer tobacco crops...*plus* throat protection! Try Luckies for a week, and you'll know why...

WITH MEN WHO KNOW TOBACCO BEST
—IT'S LUCKIES 2 TO 1

*Have you
tried a Lucky
lately?*



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